P.C. AT.
AUG 19 1974
MD P 280

1974 PRS LINE

T-5

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BUSINESS GIFTS

Business Gifts are rightfully used as vehicles for saying "Thank You." They are the symbol of a giver's personal recognition of a particular individual. Their effect is to infuse with business relationships a most personal element . . . appreciation. The products in this catalog were designed to help you say "Thank You" with eloquence. Gifts may be selected from this catalog or — if it is preferred that the recipient choose from a group of gifts — use the MEG Plan outlined on page 46.

ADVERTISING SPECIALTIES

Many of the products in this catalog are ideal advertising specialty items. And they bear the attributes which research and experience have to be crucial to the success of advertising specialties: they are useful; they are of high quality; and they are unique. Consequently these items will be retained by their recipients, extremely effective in communicating the advertising message imprinted on them, and highly effective in promoting the use of services being advertised.

GOODWILL BUILDERS

Building goodwill is in large part a matter of effectively expressing thanks and appreciation to clients, business associates and employees. It has been said with some truth that "words are but empty thanks." To say "Thank You" with eloquence requires not only the right words but the right gift . . . a gift which will give sincere words real meaning. Such gifts can be found in this catalog.

DEALER INCENTIVES

An important part of any program designed to increase sales or expand business may well be the need to stimulate people of great importance to you — your dealers. A dealer incentive plan which encourages dealers to promote your line can be successfully built around the products in this catalog because these products are beautiful, imaginatively designed objects which are rare.

ACCOUNT OPENERS

Opening new accounts is an important aspect of every business enterprise. An excellent way of introducing your business to new prospects in a memorable way is with a gift plan using the quality products in this catalog.

INCENTIVE PLANS

Incentive award programs are a proven method of inspiring greater effort on the part of employees, customers, and clients. We recommend the merchandise presented in this catalog for your incentive needs because givers and recipients today are more sophisticated in their attitudes towards the quality and availability of incentive gifts. Today the average person has come in contact with an incentive program of some type more than once. He is aware that most of these programs offer very similar merchandise. Here is merchandise which will incite and motivate because it is beautiful, imaginatively designed and rare.

Increase sales volume ■ Gain new accounts ■ Improve attendance ■ Improve quality of production ■ Reduce waste ■ Improve safety ■ Improve efficiency ■ Encourage new ideas and suggestions ■ Encourage prompt payments

RECOGNITION PROGRAMS

Giving recognition to others in a tasteful manner is one way of saying "Thank You." It is the foundation for the creation of those most valuable assets . . . goodwill and the enthusiasm of customers and employees. Some of the themes and occasions around which a good recognition program may be organized are:

Christmas and Thanksgiving ■ Birthdays ■ Corporate birthdays or anniversaries ■ Length of employment or business relationship ■ Vacation remembrances ■ Reassurances on the occasion of illness or accident ■ Achievement or incentive awards ■ Safety awards ■ Suggestion box awards ■ Recognition for visits, referrals or orders

BIRTHDAY PLANS

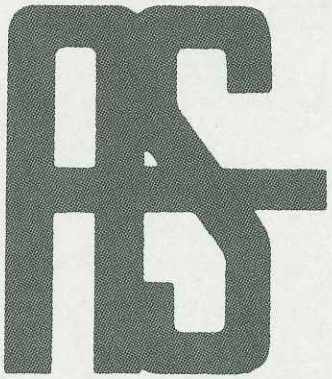
Because a birthday is such a personal anniversary, it offers an excellent opportunity to demonstrate in a very meaningful way the fact that a customer or employee is valued as an individual. The Birthday Plan is easy to implement. See page 46 for details.

PREMIUM PROGRAMS

Many successful on-pack and in-pack premium programs have been launched using products in this catalog. Such programs are assured of success because of the high standards of product quality and mail order efficiency which characterize AS Line service.

SELF LIQUIDATORS

Self liquidator premiums reflect on the company which offers them to the consumer. Consequently such premiums should be of high quality and should be received by the consumer promptly and in good condition. Over 25 years of experience in the mail order gift field and a tradition of offering only unique and exclusive high quality products makes the AS Line the outstanding source for such premiums.



In this age of almost bewildering mass production and unlimited supply of merchandise the products offered in this catalog stand out distinctly as beautiful, imaginatively designed objects which are rare. They were designed and developed expressly for use as business or advertising gifts.

Business gifts are rightfully used as vehicles for saying "Thank You." They are the symbol of a giver's personal recognition of a particular individual. Their effect is to infuse into business relationships a most personal element . . . appreciation.

The purpose of this catalog is to help you say "Thank You" with eloquence. It has been said with some truth that "Words are but empty thanks." To say "Thank You" with eloquence requires not only the right words but the right gift . . . a gift which will give sincere words real meaning. It is in this way that the gifts on the following pages will serve you.

These gifts are the result of original designs. They are made to special order. Every one is individually crafted of select quality raw materials by unhurried master craftsmen. It is this formula which has made quality the hallmark of the AS Line. The reputation of the AS Line continues to demand exacting standards of product quality and efficient, friendly service to customers.

THE TORINO A money clip pocket knife with a quality difference. The knife blade and the nail file fold out for convenient use. The hinged money clip has an opened and closed position and is driven by strong spring action. Crafted in Italy of the finest stainless steel by painstaking artisans. 2⅛-inches long, 1¼₆-inches wide, ⅜-inch thick. Packaged in gift box with romance card.

No. 110

25-49	50-99	100-249	250 and up
$6.95	$6.80	$6.70	$6.00

Design Patent Pending
MAILERS AVAILABLE at 25¢ each (E).
MAILING UTILITY BAGS AVAILABLE at 11¢ each (E).
3AB

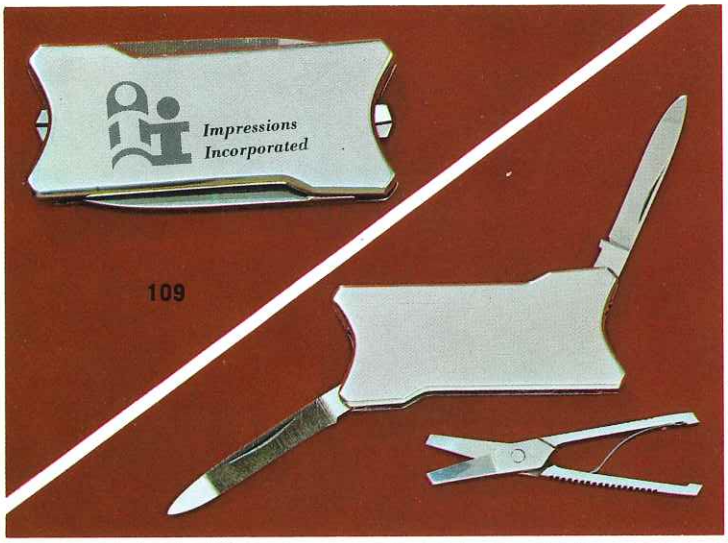
110

THE NAPOLI A gracefully designed all stainless steel pocket companion with knife blade, nail file and a unique feature — a combination scissors-tweezer which is completely removable. When the scissors-tweezer implement is not in use it fits neatly into a center compartment. Hand crafted in Italy. 2⅝₆-inches long, 1⅛-inches wide, ³⁄₁₆-inch thick. Packaged in gift box with romance card.

No. 109

25-49	50-99	100-249	250 and up
$9.95	$9.80	$9.60	$8.55

Design Patent Pending
MAILERS AVAILABLE at 25¢ each (E).
MAILING UTILITY BAGS AVAILABLE at 11¢ each (E).
3AB



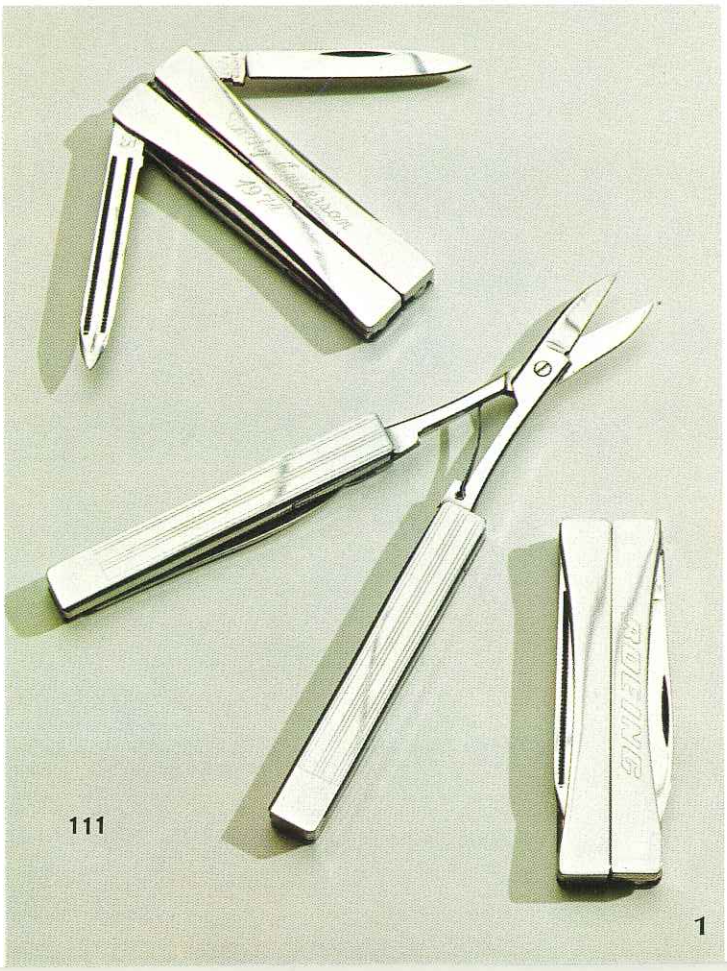
109

THE VERONA An ingeniously compact and useful pocket companion. One half of the handle contains a knife blade and the other half a nail file. When the handle halves are pulled apart and unfolded, scissors emerge ready for use. Constructed by expert Italian craftsmen in fine stainless steel. Measures 2⅜-inches long, ¹³⁄₁₆-inch wide, ¼-inch thick. Packaged in gift box with romance card.

No. 111

25-49	50-99	100-249	250 and up
$11.25	$11.05	$10.85	$9.70

MAILERS AVAILABLE at 25¢ each (E).
MAILING UTILITY BAGS AVAILABLE at 11¢ each (E).
3AB


111

Copy Recommendations:

Engrave — prices and information on page 50.
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Electro-Etch — prices and information on page 49.
COPY NOT INCLUDED IN PRICE.

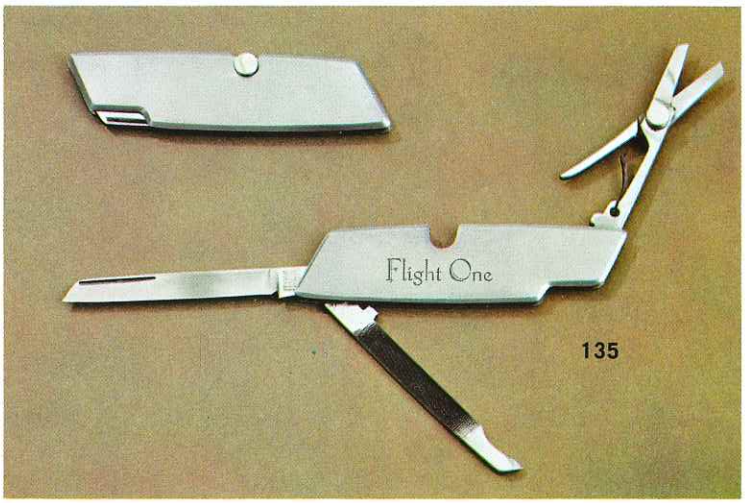
THE ATLANTIS is sleek, handsome and unusually thin . . . it's a natural pocket companion. Nail file and blade will provide a lifetime of pocket convenience.

Constructed entirely of stainless steel. Size is 2½-inches long, ⅜-inch wide and ⅛-inch thick. Packaged in handsome gift box with romance card.

No. 102

25-49	50-99	100-249	250 and up
$3.60	$3.50	$3.40	$3.00

MAILERS AVAILABLE at 25¢ each (E).
MAILING UTILITY BAGS AVAILABLE at 11¢ each (E).
3AB

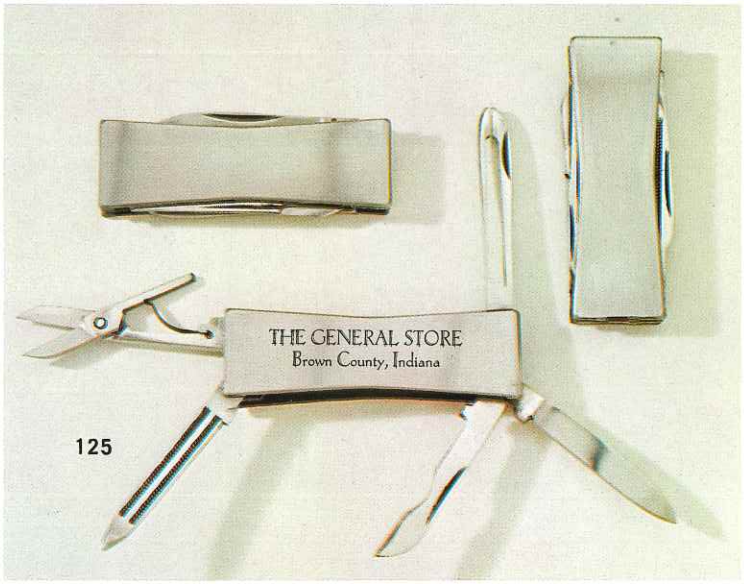


APOLLO KNIFE An easy-to-open grooming and pocket knife in a brushed stainless steel casing. The combination nail file-cuticle pusher and the knife blade can be opened easily by pulling the blades at the corner of the casing where leverage is greatest. The circular lug on the side of the casing can be gripped with the fingers thus providing for easy access to the scissors. All fine quality stainless steel. Measures 2⅞-inches by ¾-inch. Packaged in handsome gift box with romance card.

No. 135

25-49	50-99	100-249	250 and up
$6.95	$6.80	$6.70	$6.00

U.S. Patent 3,710,443
MAILERS AVAILABLE at 25¢ each (E).
MAILING UTILITY BAGS AVAILABLE at 11¢ each (E).
3AB



THE CONSTELLATION A five implement grooming kit in attractive, solid stainless steel. Contains a tweezer, knife blade, cuticle cutter, nail file and nail scissors. Size is 2⅜-inches long, ¾-inch wide, 5⁄16-inch thick. Packaged in handsome gift box with romance card.

No. 125

25-49	50-99	100-249	250 and up
$6.80	$6.70	$6.55	$5.85

MAILERS AVAILABLE at 25¢ each (E).
MAILING UTILITY BAGS AVAILABLE at 11¢ each (E).
3AB

Copy Recommendations:

Engrave — prices and information on page 50.

Engrave and color fill — prices and information on page 50.

Electro-Etch — prices and information on page 49.

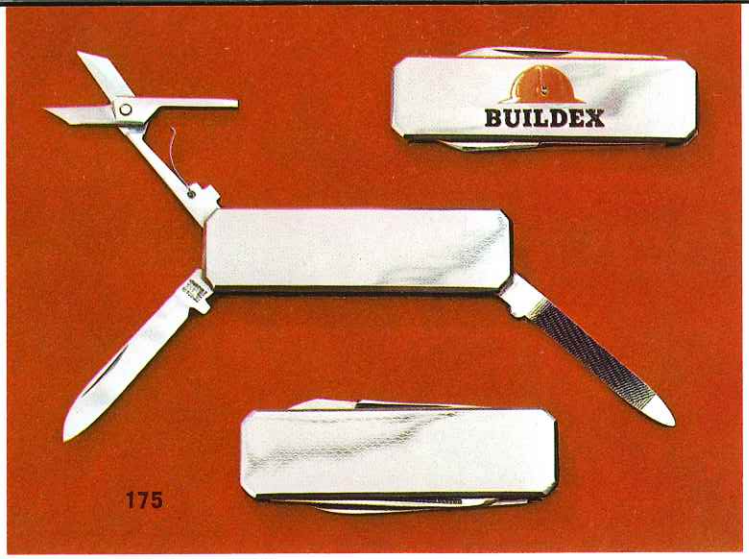
COPY NOT INCLUDED IN PRICE.

LINED COWHIDE CASE — (Available for #125, #168, #175, #178, #179.) A handsome and practical way to give a pocket companion gift. The top-grain cowhide case with quality lining protects the knife and ad message — and adds a luxurious touch.

No. 169

$1.50 each in any quantity.

A

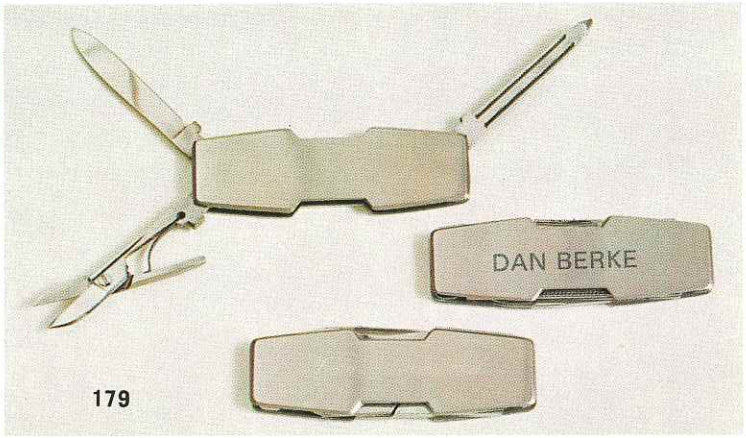


THE JUPITER is a grooming aid the successful businessman will carry. It's compact, 1/8-inch thick, 2 3/8-inches long. Constructed entirely of stainless steel, it contains three implements: a nail scissors, nail file and a carefully sharpened blade. Packaged in gift box with romance card.

No. 175

25-49	50-99	100-249	250 and up
$5.10	$5.00	$4.90	$4.40

MAILERS AVAILABLE at 25¢ each (E).
MAILING UTILITY BAGS AVAILABLE at 11¢ each (E).
3AB



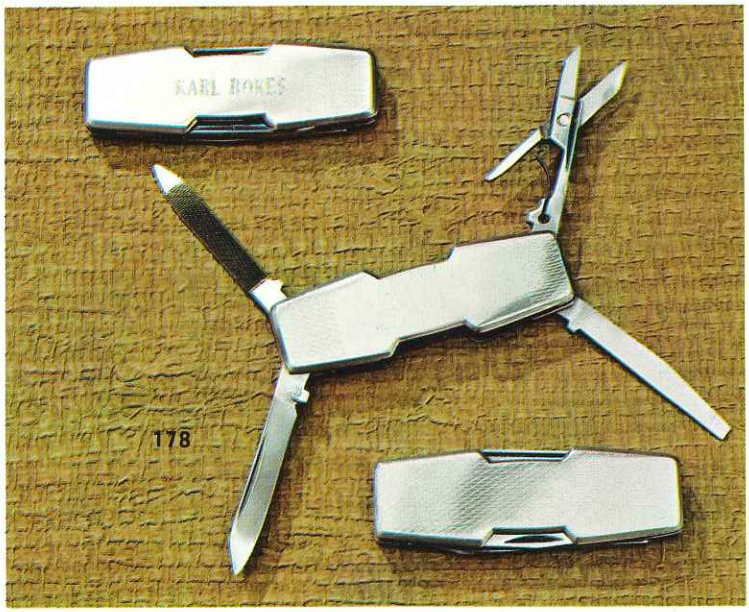
THE NEPTUNE A fine three-bladed pocket companion with a lustrous satin finish. Made entirely of stainless steel, it contains a nail scissor, a nail file and a knife blade. Compact and highly useful.

Size is 2 3/8-inches long, 3/4-inch wide and 1/4-inch thick. Packaged in handsome gift box with romance card.

No. 179

25-49	50-99	100-249	250 and up
$5.75	$5.65	$5.55	$4.95

MAILERS AVAILABLE at 25¢ each (E).
MAILING UTILITY BAGS AVAILABLE at 11¢ each (E).
3AB



THE SATURN is a combination grooming kit and pocket knife. Two grooming aids — a nail scissor and a nail file. Two pocket implements — a sharp knife and a screwdriver blade. Crafted entirely of fine stainless steel.

Size is 2 3/8-inches long, 3/4-inch wide, 1/4-inch thick. Packaged in handsome gift box with romance card.

No. 178

25-49	50-99	100-249	250 and up
$6.50	$6.40	$6.30	$5.60

MAILERS AVAILABLE at 25¢ each (E).
MAILING UTILITY BAGS AVAILABLE at 11¢ each (E).
3AB

THE ATLAS . . . a complete grooming kit for the pocket. Stainless steel construction and sturdy design. Six implements — tweezer, nail file, cuticle pusher, nail scissors, cuticle cutter, and knife blade. All in a light compact case 2 3/8-inches long. Packaged in handsome gift box with romance card.

No. 168

25-49	50-99	100-249	250 and up
$7.20	$7.05	$6.90	$6.15

MAILERS AVAILABLE at 25¢ each (E).
MAILING UTILITY BAGS AVAILABLE at 11¢ each (E).
3AB

Copy Recommendations:

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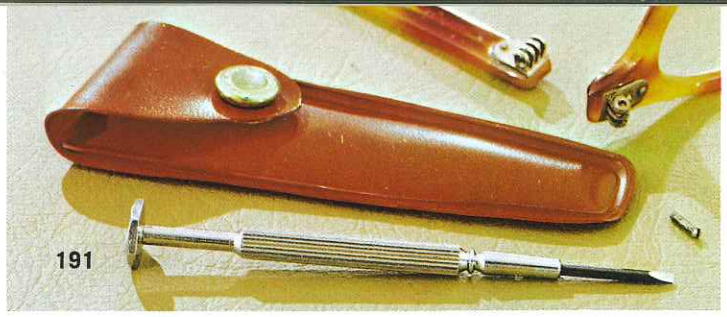
Electro-Etch — prices and information on page 49.
COPY NOT INCLUDED IN PRICE.



THE SPEC-TIGHTER A highly useful companion. The diminutive screwdriver makes it possible to keep eyeglasses and sunglasses fitting snugly and comfortably. The small screwdriver blade fits the tiny screw connecting the bow to the glasses frame. Encased in vinyl pouch. Price includes up to two lines of hot stamped ad copy. Overall length including case 3½-inches.

No. 191

150-249	250-499	500-999	1000 and up
$.95	$.80	$.70	$.63

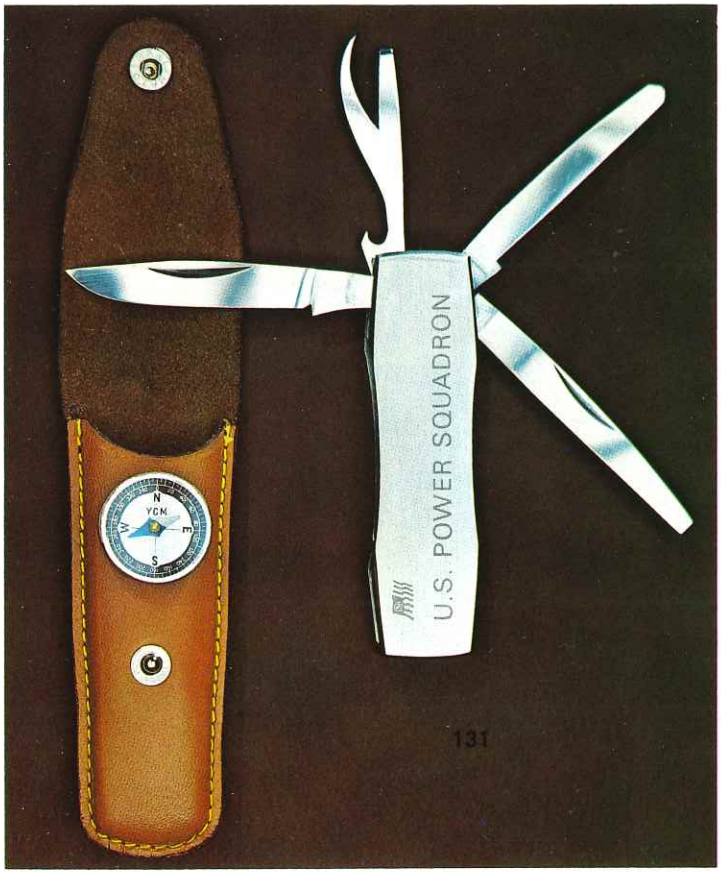
MAILING UTILITY BAGS AVAILABLE at 11¢ each (E).
ABCD
Without hot stamped copy deduct 5¢ net each.
Less than minimum order with ad copy not available.
Less than 150 pieces without ad copy add $5.00(E).

THE TRIMETTE Here is a unique combination that will appeal to anyone on your list. It's a perfect vehicle to convey an ad message. Scabbard contains a nail file and a scissor useful for grooming and innumerable small cutting tasks. Price includes one line of hot stamped ad copy on scabbard barrel. 4¼-inches long. Packed in gift box with romance card.

No. 8

100-249	250-499	500-999	1000 and up
$2.00	$1.80	$1.62	$1.47

MAILING UTILITY BAGS AVAILABLE at 11¢ each (E).
ABCD
Without hot stamped copy deduct 5¢ net each.
Less than minimum order with ad copy not available.
Less than 100 pieces without ad copy add $5.00(E).



THE SPORTSMAN Five implements are ready to serve . . . knife blade, screwdriver and file, modified Phillips screwdriver, can opener, and bottle opener. Attached to the top grain cowhide case is a directional compass for field use. The entire knife is crafted of fine stainless steel. Size is 1⅛-inches wide, 3⅝-inches in length, and ⅜-inch thick. Packaged in gift box with romance card.

No. 131

25-49	50-99	100-249	250 and up
$8.95	$8.80	$8.65	$7.75

MAILERS AVAILABLE at 28¢ each (E).
3AB

THE ATLANTEAN Whatever way you cut it — or twist it, turn it, strip it, pop it — the stainless steel Atlantean is literally a one-piece tool box. This multi-purpose tool contains six standard size open-end wrenches, four wire strippers, Phillips and lo-torque screwdrivers plus a bottle opener. Price includes up to three lines of electro-etching. Overall length: 6½-inches. Packaged in attractive sleeve.

No. 155

150-249	250-499	500-999	1000 and up
$1.60	$1.40	$1.26	$1.15

MAILING UTILITY BAGS AVAILABLE at 11¢ each (E).
ABCD
Without electro-etched copy deduct 5¢ net each.
Less than minimum order with ad copy not available.
Less than 150 pieces without ad copy add $5.00(E).

Copy Recommendations:

#191 and #8 — up to two lines of regular block type hot stamped ad copy included in price of item. #155 — up to two lines of regular block or script type electro-etching included in price of item.

For any of above, if trademarks, logos or special lettering required, add set-up charge of $30.00(E).

Copy Recommendations No. 131:

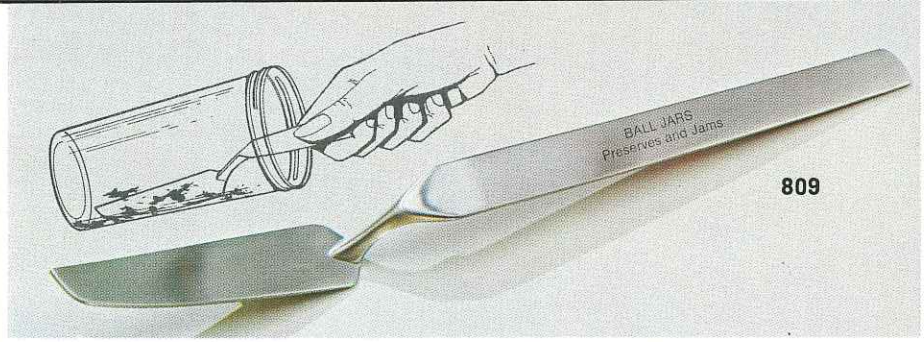
Engrave — prices and information on page 50.
Electro-Etch — prices and information on page 49.
Screenprint — prices and information on page 51.
COPY NOT INCLUDED IN PRICE.

THE SAVORY SCRAPER Will scrape myriad sizes and shapes of bottles and jars — tall, short, fat, slim, round sides, straight sides and hard-to-reach corners. Made of stainless steel. Price includes up to three lines of electro-etching. 10½-inches long. Packed in poly bag with instruction sheet.

No. 809

150-249	250-499	500-999	1000 and up
$.95	$.84	$.75	$.68

MAILERS AVAILABLE at 15¢ each (E).
ABCD
Without electro-etched copy deduct 5¢ net each.
Less than minimum order with ad copy not available.
Less than 150 pieces without ad copy add $5.00(E).



809

THE OLIVE-PICKLE SPORK A long-handled combination fork and spoon made from solid stainless steel. An outstanding bar and condiment accessory. Price includes up to three lines of electro-etching. 10¾-inches long. Packed in poly bag with instruction sheet.

No. 265

150-249	250-499	500-999	1000 and up
$.95	$.80	$.70	$.60

MAILERS AVAILABLE at 15¢ each (E).
ABCD
Without electro-etched copy deduct 5¢ net each.
Less than minimum order with ad copy not available.
Less than 150 pieces without ad copy add $5.00(E).

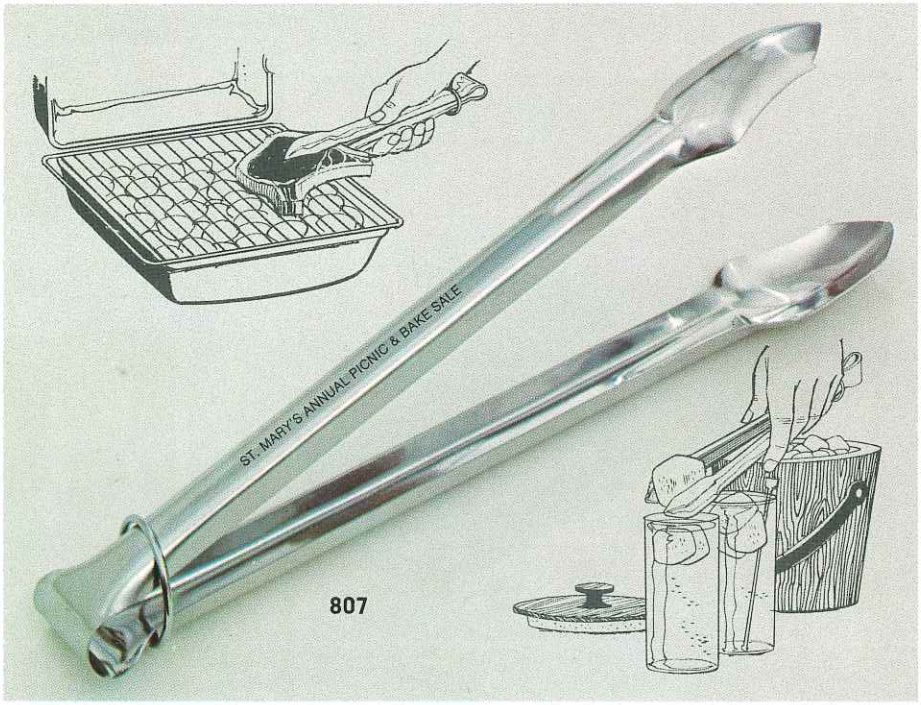
265

THE COOKERY TONGS Here is a cooking and serving instrument for her or him, for kitchen or patio, for any occasion. The tips of the tongs are designed to grip and hold any object. Whoever receives these fine all stainless steel tongs will find many uses for them. The ring keeps the tongs closed for storage. Length 9-inches. Price includes up to three lines of electro-etching. Packaged in a poly bag with instruction sheet.

No. 807

150-249	250-499	500-999	1000 and up
$1.60	$1.40	$1.25	$1.10

MAILERS AVAILABLE at 15¢ each (E).
ABCD
Without electro-etched copy deduct 5¢ net each.
Less than minimum order with ad copy not available.
Less than 150 pieces without ad copy add $5.00(E).

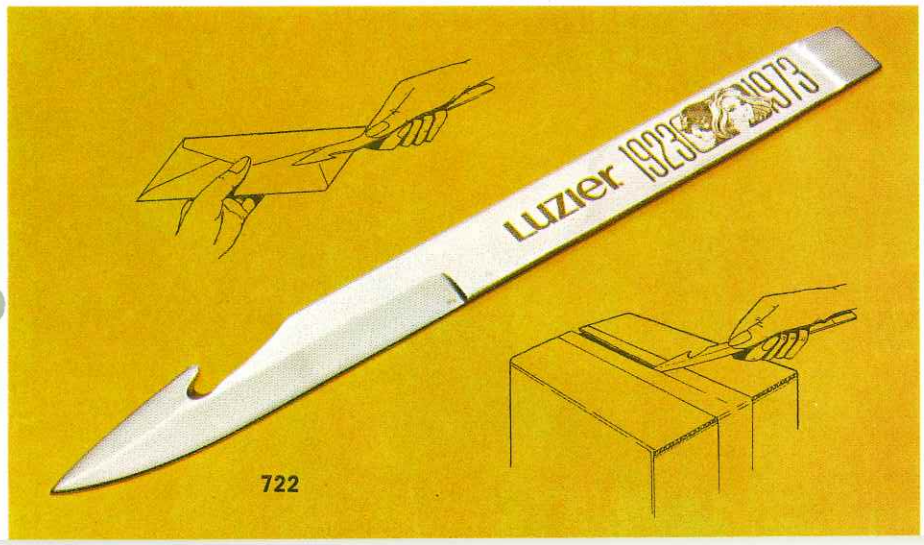


807

Copy Recommendations this page: Electro-Etching in regular block or script type — included in price of item. For trademarks, logos or special lettering add set-up charge of $30.00(E).

Nos. 809, 265, 807: Engrave — prices and information on page 50. NOT INCLUDED IN PRICE.

No. 722: Screenprint — prices and information on page 51. NOT INCLUDED IN PRICE.



722

FOR OPENERS Contained in this one trim stainless steel instrument are four tools for letter and package opening. On one blade edge is a letter opener. On the other are a sharp blade for cutting stubborn tape and a hook for cutting twine. The tip of the handle is tapered for use in prying out heavy staples and opening glued carton flaps. Price includes up to three lines of electro-etching. Length is 7¾-inches. Packaged in attractive sleeve printed with instructions.

No. 722

150-249	250-499	500-999	1000 and up
$1.50	$1.30	$1.15	$1.00

MAILING UTILITY BAG AVAILABLE at 11¢ each (E).
ABCD
Without electro-etched copy deduct 5¢ net each.
Less than minimum order with ad copy not available.
Less than 150 pieces without ad copy add $5.00(E).

THE VANTAGE LETTER OPENER A compact, stainless steel letter opener with a black plastic handle that offers two settings for ad messages. Both the black handle and the stainless steel surface in the handle window offer ideal surfaces for ad messages, trademarks and logos. An attractive and useful ad specialty item. 8⅜-inches long. Packaged in attractive printed folding carton.

No. 751

150-249	250-499	500-999	1000 and up
$1.80	$1.60	$1.40	$1.25

MAILERS AVAILABLE at 17¢ each (E).
ABCD
Without copy deduct 5¢ net each.
Less than minimum order with ad copy not available.
Less than 150 pieces without ad copy add $5.00(E).

Copy Recommendations: Hotstamping on black portion of handle OR Electro-Etching on metal portion of handle, in regular block or script type, included in price of item. For trademarks, logos or special lettering, add set-up charge of $30.00 (E). If both adcopy methods are required see page 49 for prices and information.

Additional copy, NOT INCLUDED IN PRICE:

Engrave metal portion of handle — prices and information on page 50.

Screenprint plastic portion of handle — prices and information on page 51.

THE LANCER A sleek and versatile desk accessory and grooming aid equally useful in the home or office. The letter opener blade, beveled on both sides, is 5-inches long; the knife and nail file blades, scissors and screwdriver — all of which fold into the handle — are about 2-inches long. Overall length is 8-inches. Made entirely of stainless steel. Packaged in a fine gift box with romance card.

No. 180

25-49	50-99	100-249	250 and up
$9.95	$9.75	$9.60	$8.55

U.S. Patent D-213,029
MAILERS AVAILABLE at 28¢ each (E).
3AB

Copy Recommendations:

Engrave — prices and information on page 50.
Engrave and color fill — prices and information page 50.
Screenprint — prices and information on page 51.
Electro-Etch — prices and information on page 49.

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GROUP 290

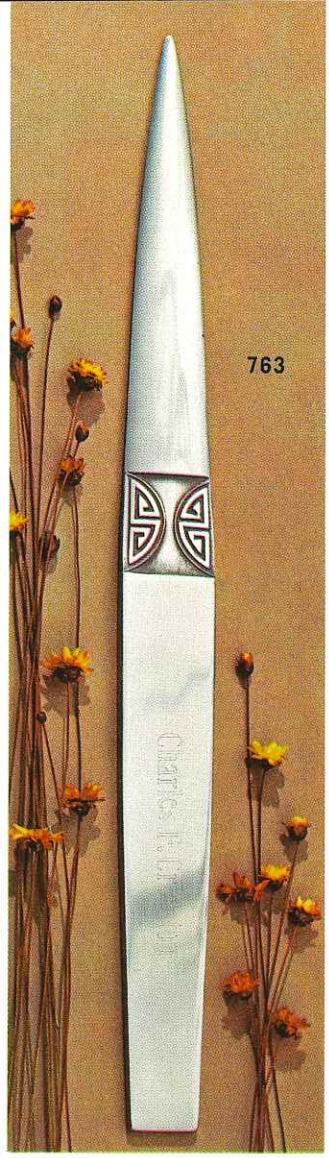
THE GUARDSMAN LETTER OPENER

A beautiful letter opener to grace any desk. The Guardsman is drop-forged from a solid bar of stainless steel. The handle design is incised in the metal, and then oxidized to provide the rich contrasting background. Beautifully gift boxed with romance card.

No. 763

25-49	50-99	100-249	250 and up
$4.25	$4.15	$4.05	$3.60

MAILERS AVAILABLE at 28¢ each (E).
3AB



Copy Recommendations This Page:

Engrave — prices and information on page 50.

Engrave and color fill — prices and information on page 50.

Screenprint — prices and information on page 51.

Electro-Etch — prices and information on page 49.

COPY NOT INCLUDED IN PRICE.

THE VIKING An efficient letter opener and also a perfect desk scissor. The compact design stores both tools until they are folded out of the handle. Crafted entirely of stainless steel. Personalization or ad copy is sure to be seen on this unusual desk accessory. Folded size 4¾ by ⅞ by ¼-inches. Scissors 4¼-inches long. Letter opener blade 4-inches long. Beautifully gift boxed with romance card.

No. 184

25-49	50-99	100-249	250 and up
$7.95	$7.80	$7.65	$6.80

U.S. Patent D-217,707
MAILERS AVAILABLE at 29¢ each (E).
3AB

THE CRUSADER A multipurpose instrument that deserves a place on any desk in either home or office. A complete library set in one compact stainless steel design. Three welcome instruments. Both the scissors and the letter opener blade are 4-inches long and fold into the handle. The magnifier lens is 2-inches in diameter. Overall length is 7¼-inches. Beautifully gift boxed with romance card.

No. 185

25-49	50-99	100-249	250 and up
$12.95	$12.70	$12.50	$11.20

MAILERS AVAILABLE at 34¢ each (E).
3AB

708

THE DISPATCHER A new look in a scissor and letter opener set. The unusual and functional implements set upright in a solid walnut base. The finely honed scissors are handcrafted. Letter opener is all stainless steel. Pad on underside of base protects desk and table surfaces. Optional chrome name plate can be attached to top of base for ad messages or personalization. Base measures 8⅞-inches long. Packed in gift box with romance card.

No. 708

12-24	25-49	50-99	100 and up
$17.95	$17.60	$17.30	$15.45

MAILERS AVAILABLE at 35¢ each (E).
3AB

Copy Recommendations:
Engrave (on chrome plate ½ x 3″) — prices and information on page 50. Add $.30(E) to cover cost of chrome plate. COPY NOT INCLUDED IN PRICE.

779

THE COMMERCE AND INDUSTRY DESK SET The scabbard is richly tanned and saddle stitched. The standard letter opener handle is etched with a modern commerce and industry design. See below for information on letter opener with leather insert. The 9-inch blade is nickel-plated steel with a ruler embossed on the back. The shears are hot forged, nickel-plated and hand honed. They are 8½-inches long. The scabbard is 10¼-inches long. Packed in gift box with romance card.

No. 779 Specify item number when ordering: 779 (Set with standard letter opener); 779L (Set with leather insert).

25-49	50-99	100-249	250 and up
$13.95	$13.70	$12.25	$11.00

MAILERS AVAILABLE at 28¢ each (E).
2ABC

Copy Recommendations: COPY NOT INCLUDED IN PRICE.
Gold Stamp Leather Swatch for Letter Opener Handle.
Gold Stamp Scabbard Under Handle Of Scissors.
If desired, stamping can be done on the underside of the scabbard at the same cost. If both surfaces are stamped, a charge for each stamping will be made.
Specify if copy is to appear through eye of scissors. Copy appearing through both eyes of scissors is considered a double run at double the price for gold stamping. Gold stamping prices and information on page 49.
Custom Etching on Letter Opener Handle is available — write for details.

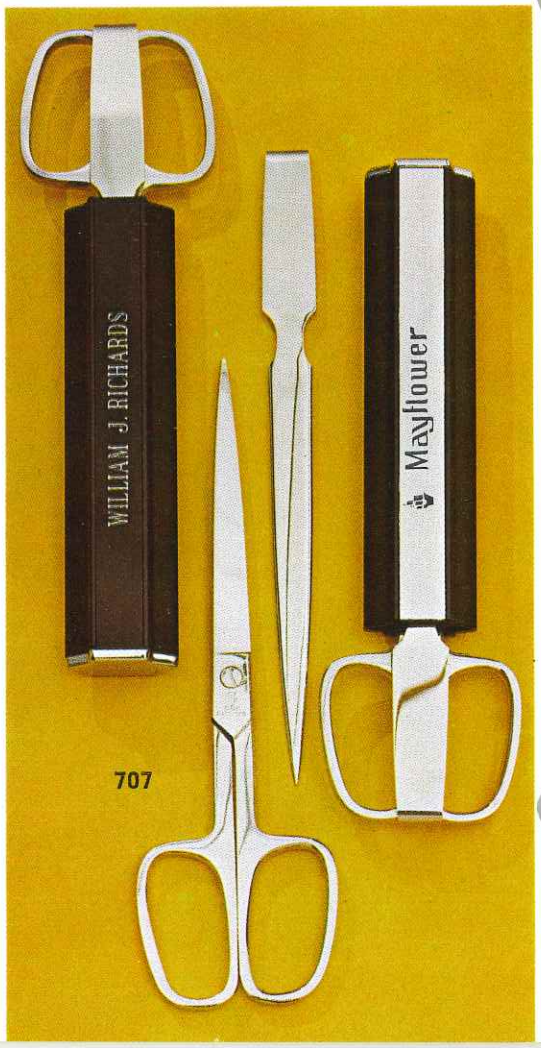
JET LIBRARY SET A sleek and attractive desk accessory. The scabbard is molded in aluminum with a black anodized finish. Center panel is an ideal setting for an industrial name, logo or ad copy. Available with black center panel for engraved copy and silver center for hot stamped or screenprinted copy. Bottom of scabbard is foam rubber. The scissors are drop forged from special scissor steel, nickel-plated and hand sharpened. Letter opener is nickel-plated steel. Overall length is approximately 7½-inches. Scissors is 7¼-inches, letter opener 7⅜-inches. Gift boxed with romance card.

No. 707 Specify item number when ordering: 707 (Black scabbard with silver panel); 707B (All black scabbard).

25-49	50-99	100-249	250 and up
$10.95	$10.70	$9.50	$8.50

MAILERS AVAILABLE at 25¢ each (E).
2ABC

Copy Recommendations: COPY NOT INCLUDED IN PRICE. Hotstamp center silver panel of scabbard. Hot stamping prices and information on page 49. Engrave black center panel of scabbard. (Silver panel cannot be engraved.) Engrave letter opener handle. Engraving prices and information on page 50. Screenprint center silver panel of scabbard.
Screenprint letter opener handle. Screenprinting prices and info on page 51.



707

720

THE CONSUL LIBRARY SET is a quality gift at a value price. Special scissor steel, hot forged, tempered and sharpened is used for the scissors. The steel letter opener is heavily nickel-plated. Both implements are about 7½-inches long. The scabbard of specially processed leather is saddle stitched for a final touch of luxury. Packaged in a handsome gift box with a romance card.

	25-49	50-99	100-249	250 and up
No. 720	$10.95	$10.80	$9.65	$8.65

MAILERS AVAILABLE at 25¢ each (E).
2ABC

Copy Recommendations:

Engrave letter opener handle — prices and information on page 50.

Screenprint letter opener handle — prices and information on page 51.

Electro-Etch letter opener handle — prices and information on page 49.

Gold stamp scabbard under handle of scissors. If desired, stamping can be done on the underside of the scabbard at the same cost. If both surfaces are stamped a charge for each stamping will be made.

Specify if copy is to appear thru eye of scissors. Copy appearing through both eyes of scissors is considered a double run at double the gold stamping prices shown.

Gold stamping prices and information on page 49.

COPY NOT INCLUDED IN PRICE.

THE COURTIER LIBRARY SET A combination of shears and letter opener encased in a handsome scabbard of specially processed leather in a rich green tone. The genuine gold-plated handles contrast beautifully with the gleaming steel blades. Overall length of the set is 10¼-inches. Packed in a beautiful gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 760	$16.50	$16.10	$15.90	$14.20

U.S. Patent D-205,589
MAILERS AVAILABLE at 32¢ each (E).
3AB

Copy Recommendations:

Engrave letter opener handle — prices and information on page 50.

Screenprint letter opener handle — prices and information on page 51.

Gold stamp underside of scabbard — prices and information on page 49.

COPY NOT INCLUDED IN PRICE.

THE SENATOR LIBRARY SET is a luxurious desk accessory made of a miracle material which has the appearance of natural tooled leather, yet is impervious to abrasions or stains and will last a lifetime. The scissors are drop forged from high quality steel, hand finished, and sharpened to perfection. The letter opener is heavily nickel-plated. Overall length of the scabbard is 9⅞-inches. Scissors is 8½-inches long, letter opener 8¾-inches. Packaged in a beautiful gift box with romance card.

No. 772

12-24	25-49	50-99	100 and up
$17.50	$17.20	$16.90	$15.10

U.S. Patent D-219,897
MAILERS AVAILABLE at 34¢ each (E).
3AB

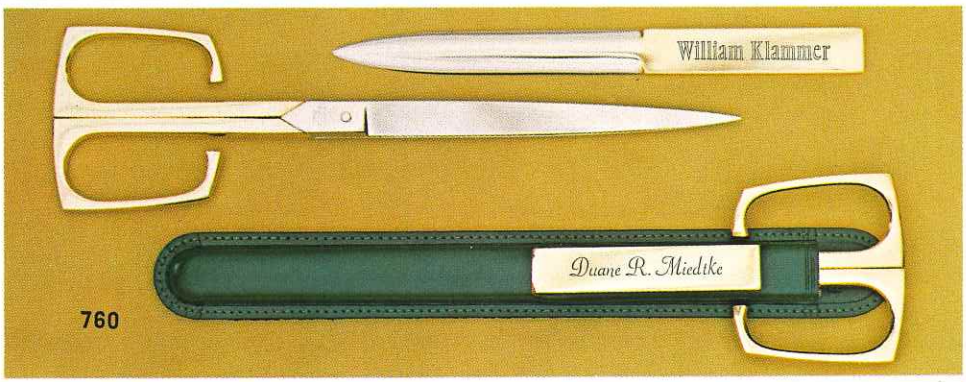
Copy Recommendations:

Engrave letter opener handle — prices and information on page 50.

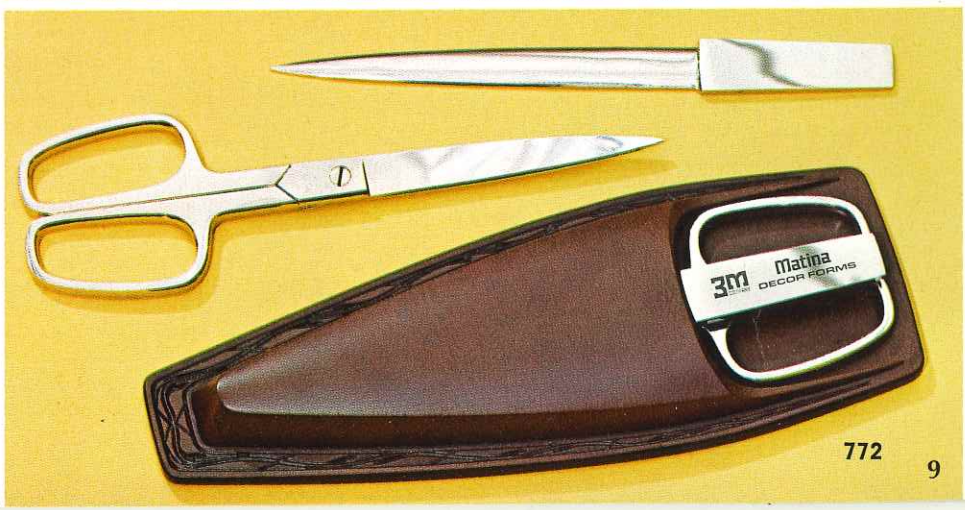
Electro-Etch letter opener handle — prices and information on page 49.

Screenprint — letter opener handle or scabbard. Prices and information on page 51.

COPY NOT INCLUDED IN PRICE.



760



772

THE REMINDER PEN SET A large and handsome walnut-finish clamp for keeping a sheaf of papers together and within easy reach. The clamp is driven by a heavy duty spring and has a pen and pen holder mounted on it for added usefulness. Beautifully gift boxed with romance card. Measures 3⅝-inches by 5-inches.

No. 673

25-49	50-99	100-249	250 and up
$6.95	$6.80	$6.70	$6.00

MAILERS AVAILABLE at 28¢ each (E).
3AB

Copy Recommendation:

Engrave brass plate, ¾-inches by 2¼-inches. Engraving prices and information on page 50.

Add $.30 each (E) to cover cost of brass plate.

COPY NOT INCLUDED IN PRICE.

THE DIPLOMAT LIBRARY SET A most luxurious desk set. The case is crafted of solid American walnut, the instruments rest in the soft padded interior. Scissors are drop forged from fine steel and then sharpened to cutting perfection. Handles are finished in a brilliant gold.

Overall size of case is 10⅞-inches in length, 4⅜-inches wide and 11/16-inches thick. Scissors is 9½-inches long, letter opener length is 7⅜-inches. Packaged in a beautiful gift box with romance card.

No. 755

12-24	25-49	50-99	100 and up
$29.50	$28.80	$28.00	$24.90

U.S. Patent D-205,589
MAILERS AVAILABLE at 41¢ each (E).
3AB

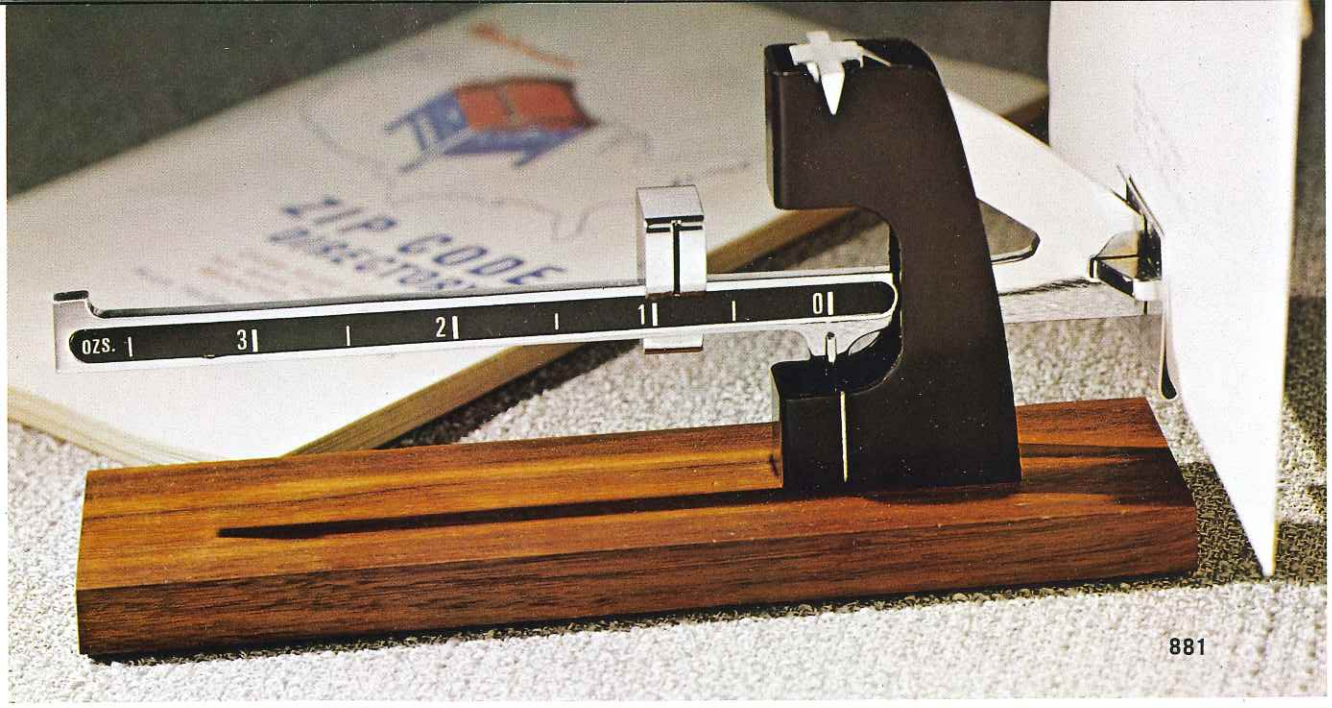
Copy Recommendations:

Engrave letter opener handle.

Engrave brass plate, 2¼ x ¾-inches, for case cover. Engraving prices and information on page 50.

Add $.30 each (E) to cover cost of brass plate.

COPY NOT INCLUDED IN PRICE.



881

210

THE POSTMASTER The Postmaster is an extremely accurate letter scale and an attractive decorator accessory as well. It will grace the office of any executive and aid him when the mail room and his secretary cannot. In the home it will serve continuously.

The Postmaster works on the beam scale principle, has easy-to-read calibrations going up to 3½ oz., and is prebalanced at the factory. Weighing mechanism is nickel-plated cast metal, base is solid walnut, and scale mount is black anodized aluminum. Length at base is 8-inches, height is 4-inches. Handsomely gift boxed with romance card.

Also available wtih metric calibrations. Will be supplied in ounces unless metric is specified.

	12-24	25-49	50-99	100 and up
No. 881	$12.00	$11.80	$11.60	$10.35

MAILERS AVAILABLE at 39¢ each (E).
3AB

Copy Recommendations:

Engrave chrome plate, 3 x ½-inch — prices and information on page 50.

Add $.30 each (E) to cover cost of chrome plate.

COPY NOT INCLUDED IN PRICE.

4

THE PORTHOLE DESK MAGNIFIER Framed in beautiful solid walnut and supported by three brass pillars, this fine three power lens magnifies small details into clear view. An ideal accessory for home or office. Measures 4⁵⁄₁₆" in diameter. Packed in black and silver gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 210	$6.95	$6.85	$6.75	$6.05

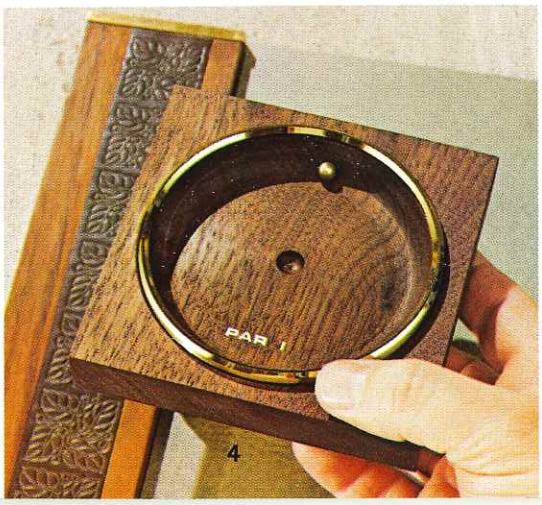
MAILERS AVAILABLE at 29¢ each (E).
3AB

Copy Recommendations:

Engrave brass plate, 1¾ x ⅝-inches—prices and information on page 50.

Add $.45 each (E) to cover cost of brass plate.

COPY NOT INCLUDED IN PRICE.



4

PAR I If you double bogey this one you'll be doing well. It's an amusing and deceptively difficult desk toy. A circle of gold contrasts smartly with the solid walnut base and glass lens. The goal is to roll the gold-plated ball into the hole by tipping the base. Your handicap won't help you here. 4⅝-inches square. Packaged in beautiful gift box with romance card.

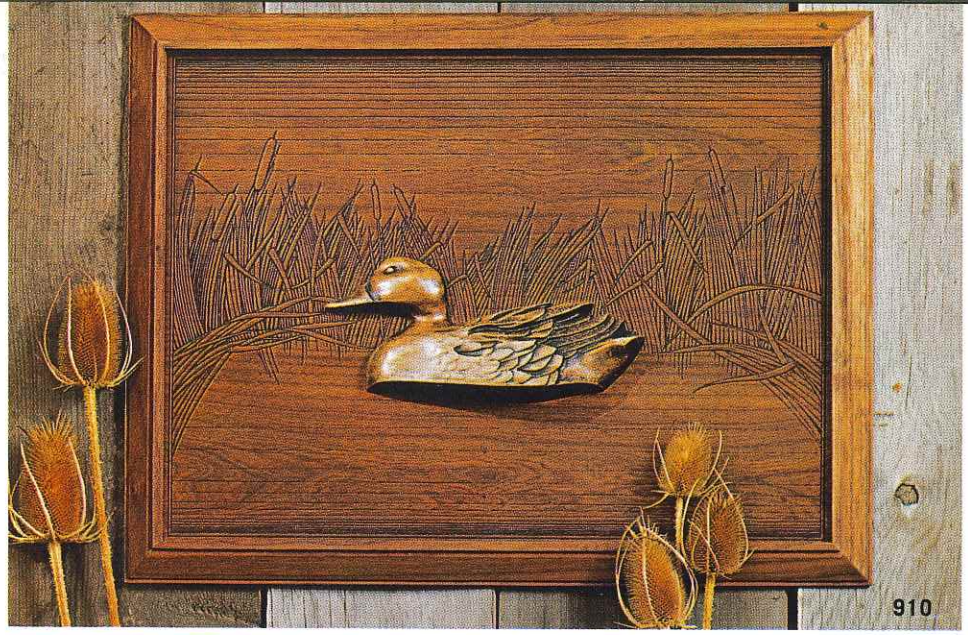
	50-99	100-249	250-499	500 and up
No. 4	$4.95	$4.85	$4.30	$3.85

MAILERS AVAILABLE at 29¢ each (E).
2ABC

Copy Recommendations:

Screenprint glass lens — prices and information on page 51.

COPY NOT INCLUDED IN PRICE.


910

THE WILDLIFE DUCK PLAQUE The sculpted beauty and three dimensional detail of this distinguished presentation plaque is a handsome addition to any den or office. Brass dedication plate available. Packed in a gift mailer with romance card. Measures 11⅛-inches by 5⅛-inches.

No. 910

6-11	12-24	25-49	50 and up
$18.95	$18.30	$17.80	$17.40

A

880

THE CHAIRMAN A lovely combination bulletin and chalkboard to complement the walls of executive offices and fine homes. The frame is oiled dark American walnut and the black chalkboard complements the varied hues of the specially laminated cork from Portugal. The top of the frame is equipped with compartments for storing chalk. Chalk and pushpins supplied. The Chairman measures approximately 27-inches by 12-inches. Packaged in a fine gift mailer with romance card.

No. 880

3-5	6-11	12-24	25 and up
$29.95	$29.20	$28.45	$27.70

A

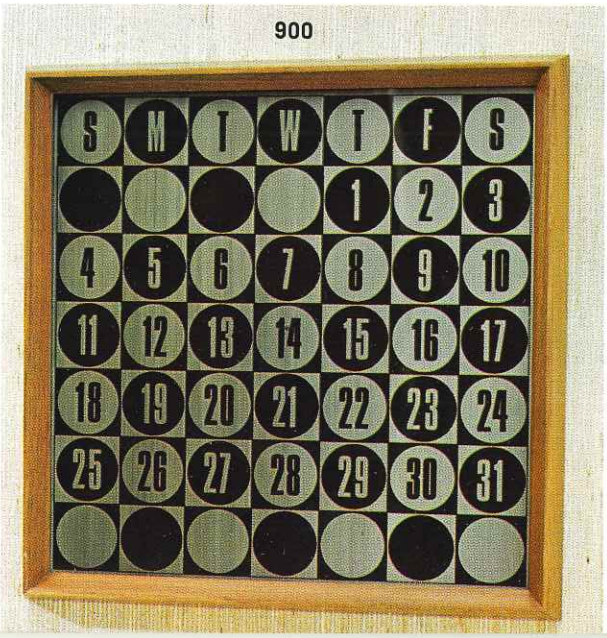
Copy Recommendations This Page:
Engrave on brass plate — prices and information on page 50.
Add $.45 each (E) to cover cost of brass plate.
COPY NOT INCLUDED IN PRICE.

THE CHAIRMAN PERPETUAL CALENDAR A remarkably novel and attractive perpetual wall calendar. An aesthetic addition to any home or office.
The face of the calendar is made of light control film which is transparent only when the viewer is standing directly in front of it. When viewed from the side or at an angle, the only things visible are the beautifully grained American walnut frame and, within it, the effect of a pane of smoked glass. The Chairman stores seven sheets — one for each of the possible calendar month variations. Calendar sheets are easily changeable. 12⅞-inches square. Packaged in an attractive gift mailer with romance card.

No. 900

3-5	6-11	12-24	25 and up
$25.00	$24.25	$23.50	$22.75

A



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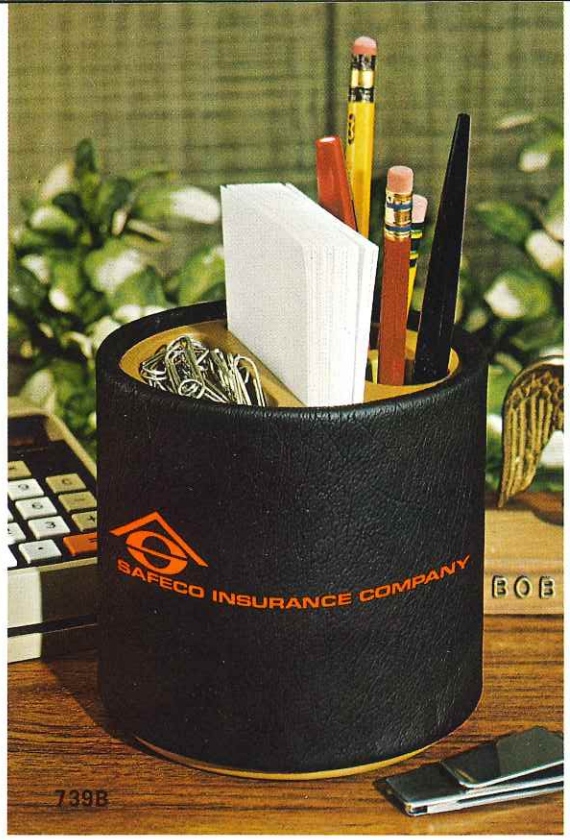
GROUP 290

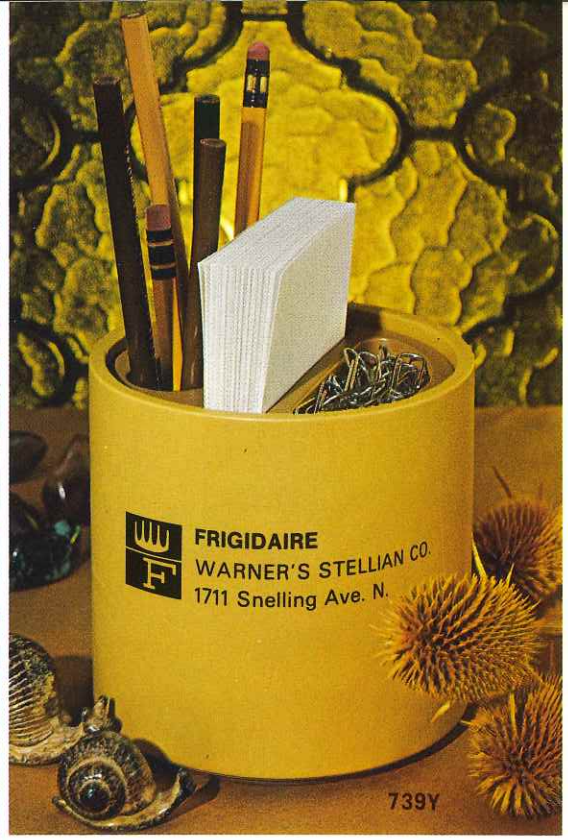
Copy Recommendations:

Hot stamp—prices and information on page 49.

For messages covering an area larger than 3-inches by 1-inch, ad copy will be screen-printed. Screenprinting prices and information on page 51.

COPY NOT INCLUDED IN PRICE.





THE WELL Wells for pens and pencils! Wells for 3 x 5-inch note paper! Wells for paper clips! Well organized is the by-word for anyone receiving this useful desk accessory. Perfect in the office on any desk. Equally useful in the home by the telephone. Exterior is quality vinyl with high impact plastic interior. Two color combinations available: sienna gold interior and jet black exterior or sienna gold interior and harvest gold exterior. 4⅜-inches diameter by 4¼-inches high. Note paper and clips included. Packaged in attractive gift box with romance card.

Specify color desired:
739B (Black vinyl), 739Y (Gold vinyl)

	50-99	100-249	250-499	500 and up
No. 739	$3.95	$3.85	$3.40	$3.05

MAILERS AVAILABLE at 39¢ each (E).

2ABC

Arthur Salm 1974 catalog

THE TRIAD An outstanding design concept in a desk or table top picture holder. Displays three pictures at once. Just lift the clear acrylic cube, drop in three photographs cut to size and replace the cube. The clear acrylic cube enhances the photographs. Perfect for use in formal gift giving or as an advertising medium carrying the name, logo and/or photograph of your building or product, afterwards to be used by the recipient for displaying the pictures of his loved ones. Base is heavy metal, cube holder black plastic, and cube clear acrylic. Cube measures 2-inches. Packed in attractive gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 884	$9.95	$9.75	$9.55	$9.45

MAILERS AVAILABLE at 39¢ each (E).

A

Copy Recommendations:

Ad copy can be hot stamped on a high quality card positioned behind the cube. $.25 each (E), any quantity plus setup $7.50 (E). COPY NOT INCLUDED IN PRICE.

THE CONTINENTAL SET... a new refreshment luxury. Eight cork coasters encased in solid walnut, covered by a replica of an early European coin.

No. 508

25-49	50-99	100-249	250 and up
$7.50	$7.35	$7.25	$6.45

MAILERS AVAILABLE at 29¢ each (E).
3AB

Copy Recommendations: Hot stamp swatch for bottom in gold or silver — prices and information on page 49. Add 10¢ each (E) to cover cost of swatch.

Customize coin — prices and information on page 52.
COPY NOT INCLUDED IN PRICE.

THE FLORENTINE BOTTLE OPENER A product from the skilled hands of Italian artisans. An unusual and practical companion at the refreshment hour. The antiqued cast metal replica of an early European coin contrasts luxuriously with the fine stainless steel. 4¼-inches long and 2-inches wide.

No. 410

25-49	50-99	100-249	250 and up
$4.95	$4.85	$4.75	$4.20

MAILERS AVAILABLE at 28¢ each (E).
3AB

THE LARGE FLORENTINE COIN BOWL A decorator piece as well as a serving bowl for the desk, mantel, buffet or table. Contains large Florentine coin. 9-inches top diameter, 2-inches high.

No. 531

25-49	50-99	100-249	250 and up
$12.95	$12.70	$12.50	$11.20

MAILERS AVAILABLE at 46¢ each (E).
3AB

THE FLORENTINE COIN BOWL Offers a multitude of uses including service for nuts, candies or confections. Handsome on an occasional table in home or office. Perfect as an ash tray. Contains small Florentine coin. 5¼-inches top diameter, 1¾-inches bottom diameter, 1¼-inches high.

No. 533

25-49	50-99	100-249	250 and up
$4.95	$4.85	$4.75	$4.20

MAILERS AVAILABLE at 32¢ each (E).
3AB

THE FLORENTINE COIN BOWL II Offers the same uses as the Florentine Coin Bowl (533). Contains small Florentine coin. 4¾-inches top diameter.

No. 545

25-49	50-99	100-249	250 and up
$4.95	$4.85	$4.75	$4.20

MAILERS AVAILABLE at 32¢ each (E).
3AB

THE FLORENTINE COIN BOWL III Offers the same uses as the Florentine Coin Bowl (533), but contains large Florentine coin. 5¼-inches top diameter.

No. 586

25-49	50-99	100-249	250 and up
$6.95	$6.80	$6.70	$6.00

MAILERS AVAILABLE at 32¢ each (E).
3AB

Copy Recommendations for all items this page except No. 508. Engrave—prices and information on page 50. Customize coin — prices and information on page 52.

For curved copy on Nos. 531, 533, 545 and 586, see "Engraving on Cylindrical Surfaces," page 50.

COPY NOT INCLUDED IN PRICE.

Copy Recommendations this page: Customize coin — prices and information on page 52. Also for Nos. 668 and 672: Engrave — prices and information on page 50; Screenprint — prices and information on page 51; Electro-Etch — prices and information on page 49. COPY NOT INCLUDED IN PRICE.

The Florentine items pictured on this and the previous page are all created by skillful craftsmen. The cast coin imbedded in their centers is a replica of one popular in early Europe. All of these items lend themselves to a multitude of uses and their presence will grace any setting. Each is packaged in a handsome gift box with a romance card.

THE FLORENTINE PAPER CLAMP A handsome way to keep a sheaf of papers together and within easy reach. A design which is perfect for office or home, him or her. Crafted in fine stainless steel and accented by the Florentine Coin motif. Heavy-duty spring. 3½-inches wide across top, 4⅛-inches long.

No. 668

25-49	50-99	100-249	250 and up
$5.95	$5.80	$5.60	$5.10

MAILERS AVAILABLE at 28¢ each (E).
3AB

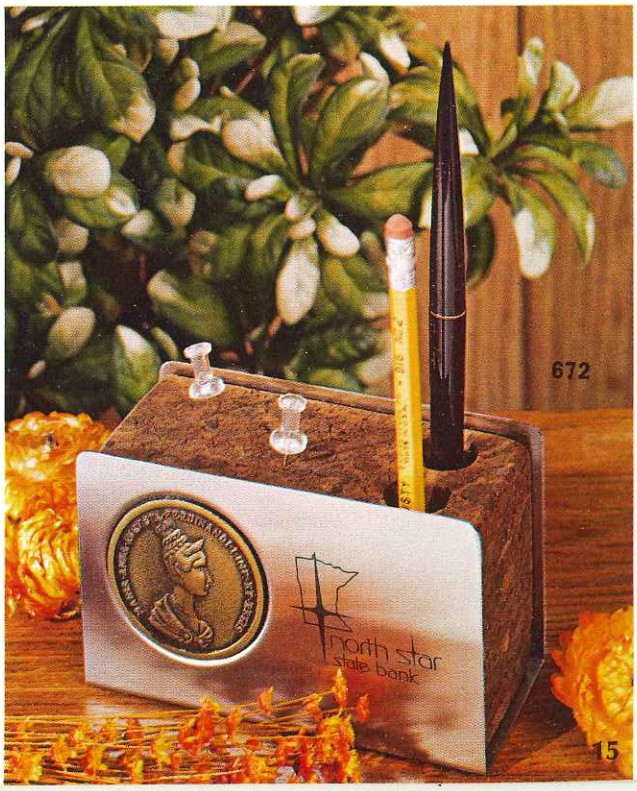
CUSTOM-MADE FLORENTINE GIFTS Business names, logos, trademarks or ad copy can be reproduced in metal, vinyl and leather discs or on the solid metal coin which is antique finished by a special process, and mounted in one or more of the Florentine pieces shown on pages 14 and 15. See page 52 for details.

FLORENTINE MIRROR/PAPER WEIGHT A circular disc of American walnut carries a recessed mirror for desk side grooming on its underside, and a hefty cast metal Florentine coin on its topside to enhance this exceptionally attractive and useful paperweight. An ideal vehicle for your ad message. Measures 3⅝-inches in diameter.

No. 588

25-49	50-99	100-249	250 and up
$6.95	$6.80	$6.10	$5.45

MAILERS AVAILABLE at 28¢ each (E).
2ABC



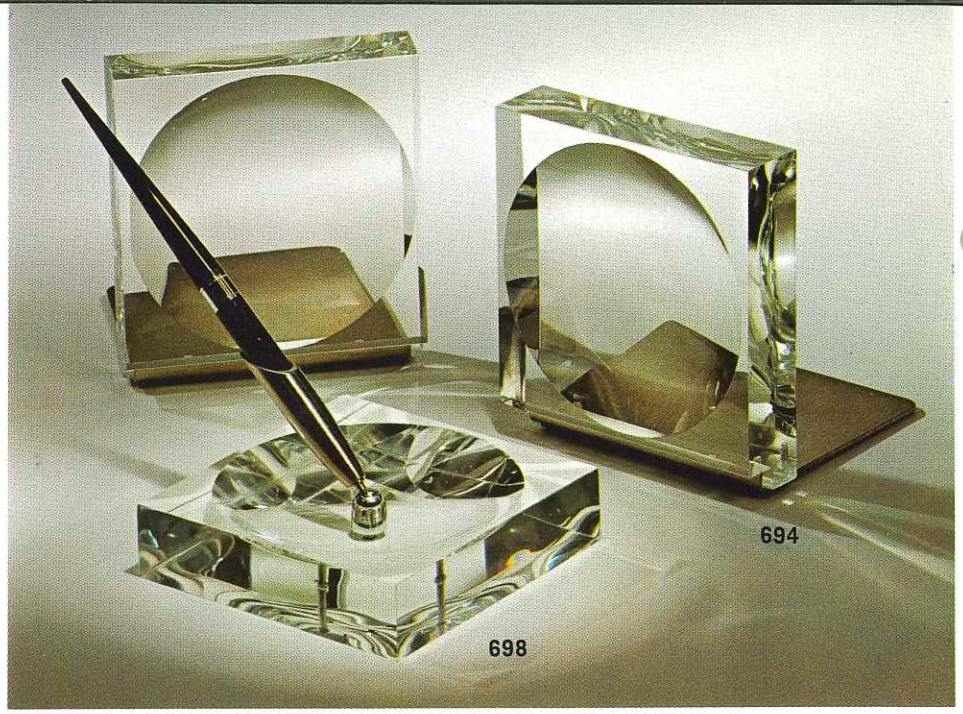
FLORENTINE PENCIL AND NOTE HOLDER An unusual and useful desk accessory. Sided with stainless steel, set off by the Florentine coin motif, a block of cork receives pens, pencils and the pushpins which anchor notes and messages in clear view. Both front and back are available for ad copy or personalization. Coin on front can be customized. Measures 2⅛-inches by 2¾-inches by 4⅜-inches. Pushpins included.

No. 672

25-49	50-99	100-249	250 and up
$6.95	$6.80	$6.70	$6.00

MAILERS AVAILABLE at 39¢ each (E).
3AB

700


694

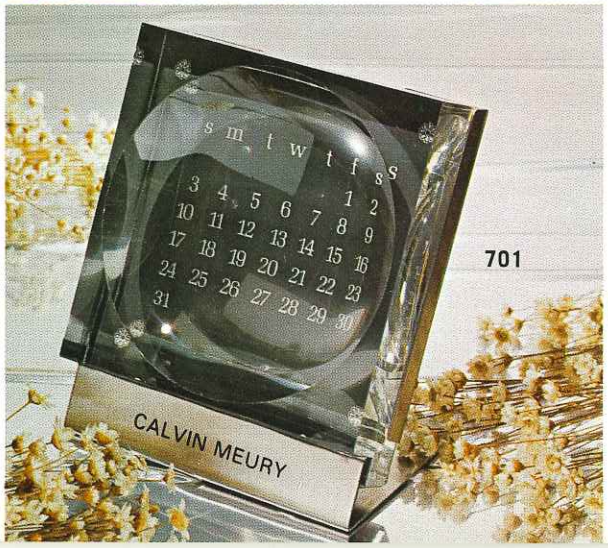
698

LUMINARIES

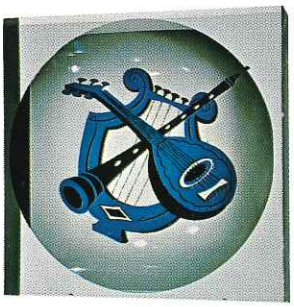
694

698

699



701



HARMONY

WILDFOWL

WEDGEWOOD

COAT-OF-ARMS

BICENTENNIAL

THE LUMINARIES Magnificently handsome products in fine acrylic. Their concave design gives them striking luminous and reflective qualities. They will blend beautifully with any home or office decor. Item Nos. 694 and 700 packaged in attractive gift mailers and item Nos. 698, 699 and 701 packaged in gift boxes — all with romance cards.

CUSTOM AND STOCK DESIGNS Custom ad messages or stock art designs silk-screened on the back surfaces of the Luminaries are projected outward dynamically and impressively. Examples of custom ads are shown on page 16. Stock art designs are shown on page 17. Neither type of design is available on item numbers 699 and 701.

THE LUMINARY PRESENTATION PLAQUE A magnificent presentation plaque featuring a concave square of brilliant acrylic to carry beautifully screenprinted stock designs or customer supplied copy, designs or logos. The acrylic square is framed by the black enameled wood background and is held in place by six attractive brass pins. Dedication plate is also of solid brass and included in price. Engraving extra. Measures 10¾-inches high, 7½-inches wide.

No. 700 Clear

	12-24	25-49	50-99	100 and up
A	$16.95	$16.50	$16.10	$15.70

No. 700-D Stock Design (specify design)

A	$17.95	$17.50	$17.10	$16.70

THE LUMINARY BOOKENDS These lovely bookends will blend beautifully with any home or office decor. Base is chrome-plated steel. Each bookend measures approximately 4½-inches in height and 4-inches wide.

No. 694 Clear

	6-11	12-24	25-49	50 and up
A	$19.95	$19.55	$19.25	$18.95

No. 694-D Stock Design (specify design)

A	$21.95	$21.60	$21.20	$20.80

THE LUMINARY PEN SET A desk style ballpoint pen and holder mounted on a luminous acrylic base measuring approximately 4-inches by 4-inches. The four corners of the underside of the base have protective pads to prevent abrasion.

No. 698 Clear

	12-24	25-49	50-99	100 and up
	$11.50	$11.20	$10.90	$10.60

No. 698-D Stock Design (specify design)

	$12.50	$12.20	$11.90	$11.60

MAILERS AVAILABLE at 32¢ each (E).
A

No. 698-S Deluxe Sheaffer pen instead of standard pen , $1.50 extra (E).

THE LUMINARY PHOTO HOLDER Striking luminosity characterizes this unique photo holder. Constructed of fine acrylic with a base of stainless steel, it is supplied with a black border mat which serves to attractively frame photographs of family and friends or special occasions. Measures 4½-inches wide by 5-inches high.

	12-24	25-49	50-99	100 and up
No. 699	$12.95	$12.60	$12.25	$11.95

MAILERS AVAILABLE at 38¢ each (E).
A

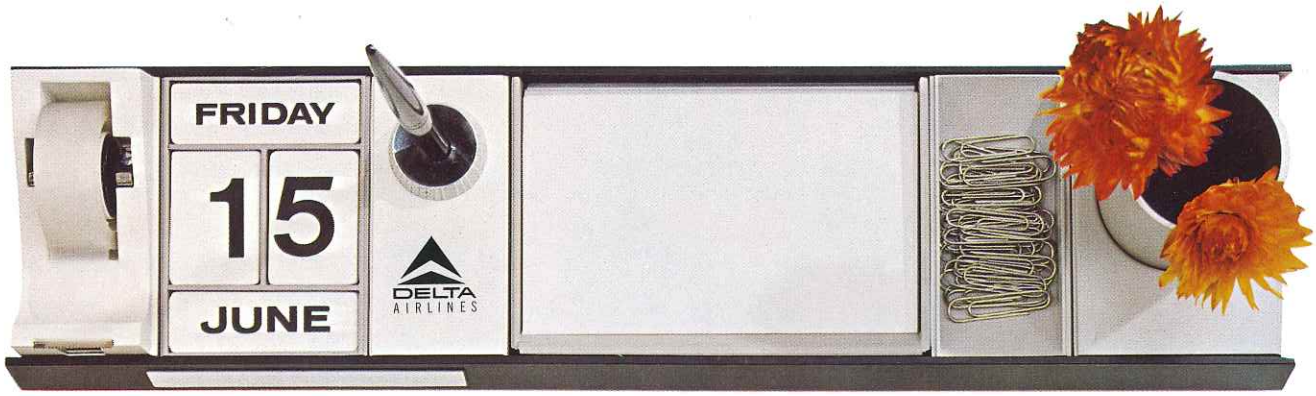
THE LUMINARY PERPETUAL CALENDAR A beautiful desk top perpetual calendar made of luminous acrylic and stainless steel. Stores four calendar cards (three parts, 2 sides; one part, one side) for each of the possible calendar month variations. Calendar cards are easily changeable. Measures 4½-inches wide by 5-inches high.

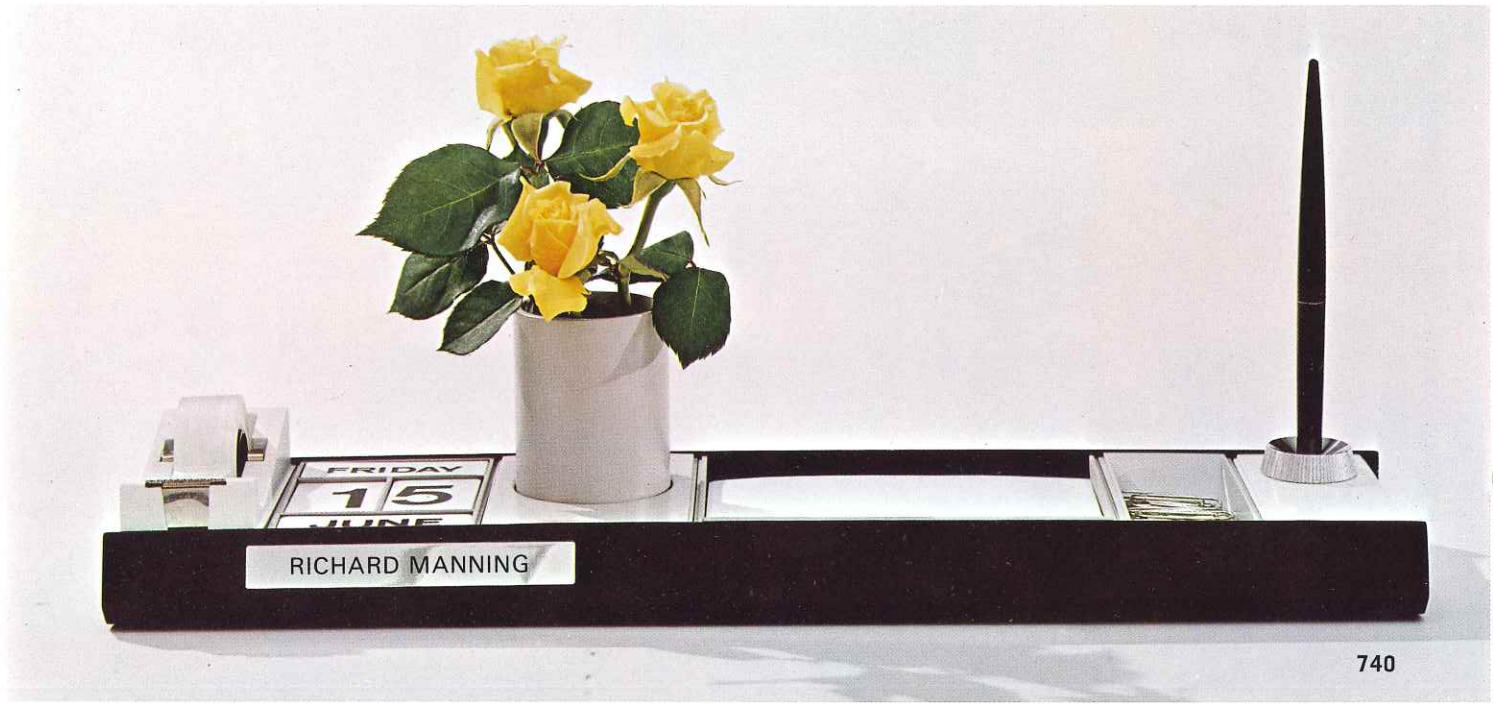
	12-24	25-49	50-99	100 and up
No. 701	$12.95	$12.60	$12.25	$11.95

MAILERS AVAILABLE at 38¢ each (E).
A

Copy Recommendations:
Imprint enclosure card — prices and information on page 51.
Nos. 699 and 701 — engrave stainless steel base.
Nos. 694 and 698 — screenprint back side of acrylic.
No. 700 — screenprint acrylic and engrave brass plate.
See appropriate section in pages 49 thru 51 for prices and information.

COPY NOT INCLUDED IN PRICE.





740

THE CONCORD/740 All the essential desk accessories for home or office are conveniently and elegantly combined in the impressively designed Concord. Six modular units in shades of off-white slide into the black base in any order convenient for the user. Included among the modular units are a pencil cup/bud base, a paper clip and pin tray, a 3 x 5-inch loose note paper holder, a tape dispenser, a bold faced and easily changeable perpetual calendar and a pen and pen holder. The Concord brings order and beauty to the cluttered desk. Underside of base is padded to protect desk and table surfaces. Included are a supply of paper and tape. 16$\frac{3}{32}$-inches long, 4$\frac{1}{4}$-inches wide. Packaged in attractive gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 740	$13.95	$13.70	$13.45	$12.00

MAILERS AVAILABLE at 44¢ each (E). 3AB

740P Parker pen instead of standard pen $1.50 extra (E).

Copy Recommendations pages 18 and 19:

Engrave (on chrome plate ½ x 3″) — prices and information on page 50.

Screenprint (on chrome plate ½ x 3″) — prices and information on page 51.

Add $.30(E) to cover cost of chrome plate.

Hotstamp pen holder module or cup/vase module. Prices and information on page 49.

COPY NOT INCLUDED IN PRICE.

CONCORD VARIATIONS The Concord principle lends itself to a multitude of variations to suit every individual need. All of the modular units shown above are the same as those shown in the Concord/740 on the opposite page, except for the telephone index. It consists of a full alphabet of double columned index cards plus an emergency card — all cradled in the module base which holds cards conveniently in open or closed positions. All the Concords are packaged in attractive gift boxes with romance card.

THE CONCORD/748 Includes the perpetual calendar, pencil cup/bud vase, telephone index and pen and pen holder. 12½-inches long, 4¼-inches wide.

	12-24	25-49	50-99	100 and up
No. 748	$11.95	$11.60	$11.30	$10.10

MAILERS AVAILABLE at 44¢ each (E). 3AB

THE CONCORD/746 Includes the pen and pen holder, note paper holder and perpetual calendar. 9⅞-inches long, 4¼-inches wide.

	25-49	50-99	100-249	250 and up
No. 746	$7.50	$7.30	$7.15	$6.35

MAILERS AVAILABLE at 40¢ each (E). 3AB

THE CONCORD/742 Includes the paper clip and pin tray, note paper holder and pen and pen holder. 9-inches long, 4¼-inches wide.

	25-49	50-99	100-249	250 and up
No. 742	$5.95	$5.80	$5.70	$5.10

MAILERS AVAILABLE at 40¢ each (E). 3AB

THE CONCORD/744 Includes the pencil cup/bud vase and note paper holder. 8-inches long, 4¼-inches wide.

	50-99	100-249	250-499	500 and up
No. 744	$4.25	$4.10	$4.00	$3.55

MAILERS AVAILABLE at 40¢ each (E). 3AB

THE CONCORD/745 Includes the tape dispenser, note paper holder, telephone index, paper clip and pin tray and pen and pen holder. 16$\frac{3}{32}$-inches long, 4¼-inches wide.

	12-24	25-49	50-99	100 and up
No. 745	$13.95	$13.70	$13.45	$12.00

MAILERS AVAILABLE at 44¢ each (E). 3AB

THE CONCORD/743 Includes the telephone index, pen and pen holder and note paper holder. 12½-inches long, 4¼-inches wide.

	25-49	50-99	100-249	250 and up
No. 743	$8.95	$8.60	$8.30	$7.30

MAILERS AVAILABLE at 44¢ each (E). 3AB

THE CONCORD/741 Includes the pen and pen holder, note paper holder and pencil cup/bud vase. 9⅞-inches long, 4¼-inches wide.

	25-49	50-99	100-249	250 and up
No. 741	$6.25	$6.10	$5.95	$5.30

MAILERS AVAILABLE at 40¢ each (E). 3AB

THE CONCORD/747 Includes the pen and pen holder, note paper holder and tape dispenser. 9-inches long, 4¼-inches wide.

	25-49	50-99	100-249	250 and up
No. 747	$6.95	$6.70	$6.50	$5.85

MAILERS AVAILABLE at 40¢ each (E). 3AB

All of the Metro items are attractively packaged in tube style gift boxes with wood grained finish. Romance card included.

Copy Recommendations pages 20 and 21:

All items — Gold stamp top of base. Gold stamping prices and information on page 49.

No. 252 — Screenprint top disc. Screenprinting prices and information on page 51.

No. 253 — Gold stamp case under epigram. Prices and information on page 49.

No. 254 — Engrave brass letter holder. Engraving prices and information on page 50.

COPY NOT INCLUDED IN PRICE.

251

253

250

252

THE METRO FLAG STAND An accessory which can serve as a paperweight or simply as a desk decoration. The American flag is supported by a steel pole which screws into a weighted base encircled by a spun brass diamond cut bezel. Your choice of two grained covers (gold or black) and two imprinting combinations (gold on gold or gold on black). Thick rubber padding on underside of base protects desk surfaces. Diameter of base is 4-inches.

No. 251

Specify G (Gold) or B (Black) with item number when ordering.

25-49	50-99	100-249	250 and up
$6.95	$6.80	$6.70	$6.00

MAILERS AVAILABLE at 34¢ each (E).
3AB

STATE FLAGS (all one state) $.65 each net additional plus $20.00 net for less than 150 pieces.
Delivery: 4-6 weeks.

CUSTOM FLAGS available. For information write factory with most detailed specifications possible.

THE METRO PEN STAND A desk style ballpoint pen and holder mounted on a padded leather-grained weighted base encircled by a spun brass diamond cut bezel. An impressive addition on any desk. Your choice of two grained covers (gold or black) and two imprinting combinations (gold on gold or gold on black). Thick rubber padding on underside of base protects desk surfaces. Diameter of base is 4-inches.

No. 250

Specify G (Gold) or B (Black) with item number when ordering.

25-49	50-99	100-249	250 and up
$6.95	$6.80	$6.70	$6.00

MAILERS AVAILABLE at 33¢ each (E).
3AB

No. 250S Deluxe Sheaffer pen instead of standard pen, $1.50 extra (E).

THE METRO LETTER HOLDER-NAMEPLATE An inverted arch of brass offers a front panel for an engraved name and a back panel for engraved ad copy. Serves as an attractive nameplate, a handsome letter holder and a solid paperweight. Supported by a weighted base encircled by a spun brass diamond cut bezel. Your choice of two grained covers (gold or black) and two imprinting combinations (gold on gold or gold on black). Thick rubber padding on underside of base protects desk surfaces. Diameter of base is 4-inches.

No. 254

Specify G (Gold) or B (Black) with item number when ordering.

25-49	50-99	100-249	250 and up
$6.95	$6.80	$6.70	$6.00

MAILERS AVAILABLE at 35¢ each (E).
3AB

THE METRO PERPETUAL CALENDAR Molded plastic case holds a deck of gold date cards printed in black. The numerals and epigrams contained on each card are easy to read. Change the date by simply removing the top card and inserting it in a slot in the back of the case.

The base is encircled by a spun brass diamond cut bezel. Choice of two grained covers (gold or black) and two imprinting combinations (gold on gold or gold on black). Thick rubber padding on underside of base protects desk surfaces. Diameter of base is 4½-inches.

No. 253

Specify G (Gold) or B (Black) with item number when ordering.

25-49	50-99	100-249	250 and up
$7.50	$7.35	$7.20	$6.40

MAILERS AVAILABLE at 33¢ each (E).
3AB

THE METRO CLIP HOLDER A magnetic paper clip holder which is as useful as it is unusual. Clips are held securely to the magnet until needed. The padded leather-grained weighted base is encircled by a spun brass diamond cut bezel. Choice of two grained covers (gold or black) and two imprinting combinations (gold on gold or gold on black). Thick rubber padding on underside of base protects desk surfaces. Diameter of base is 4-inches.

No. 252

Specify G (Gold) or B (Black) with item number when ordering.

25-49	50-99	100-249	250 and up
$6.25	$6.15	$6.05	$5.40

MAILERS AVAILABLE at 33¢ each (E).
3AB

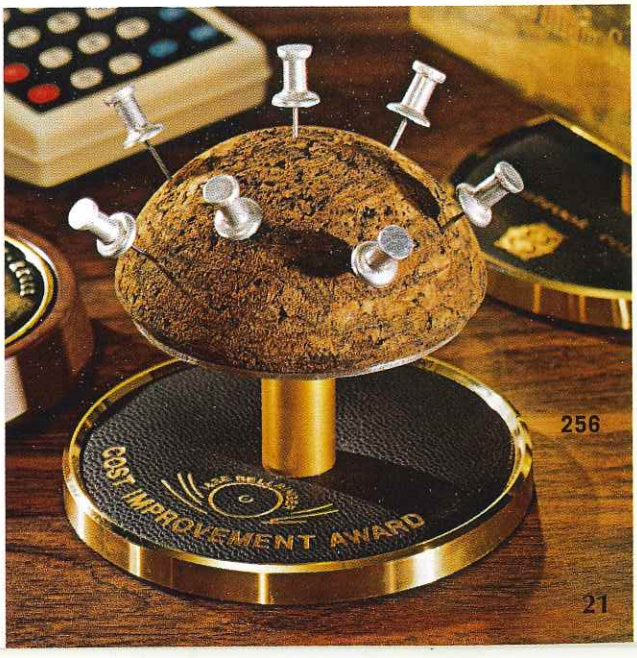
THE METRO NOTE HOLDER A mushroom-like mound of compressed cork holds the push-pins which anchor notes and messages securely and in clear view. An attractive and useful desk accessory. The weighted base is encircled by a spun brass diamond cut bezel. Your choice of two grained covers (gold or black) and two imprinting combinations (gold on gold or gold on black). Thick rubber padding on underside of base protects desk surfaces. Diameter of base is 4-inches.

No. 256

Specify G (Gold) or B (Black) with item number when ordering.

25-49	50-99	100-249	250 and up
$5.95	$5.80	$5.70	$5.10

MAILERS AVAILABLE at 33¢ each (E).
3AB



CROWN EXECUTIVE GIFTS are appropriate for either the office or home. No matter where they are used they will express thoughtfulness with quiet dignity.

Crown Gifts are made of 18/8 chrome-nickel stainless steel and the craftsmanship is superb. Background for the incised design is achieved by a special oxidizing process.

All Crown Gifts are gift boxed with romance card.

THE CROWN PEN SET Forged from a thick ingot of solid stainless steel of the highest quality. The surface is brushed to a fine satin finish, 9-inches long by 3-inches wide. Complete with two ballpoint pens.

	12-24	25-49	50-99	100 and up
No. 797	$12.50	$12.30	$12.10	$11.90

MAILERS AVAILABLE at 32¢ each (E). A

No. 797S Deluxe Sheaffer pens instead of standard pens, $3.00 extra (E).

THE CROWN FLAG AND PEN STAND Same as No. 797 described above except American flag replaces one pen lending an atmosphere of dignified beauty to any decor. Available with state flags — see information below.

	12-24	25-49	50-99	100 and up
No. 794	$12.50	$12.30	$12.10	$11.90

MAILERS AVAILABLE at 32¢ each (E). A

No. 794S Deluxe Sheaffer pen instead of standard pen, $1.50 extra (E).

STATE FLAGS (all one state) $.65 each net additional plus $20.00 net for less than 150 pieces. Delivery: 4-6 weeks.

CUSTOM FLAGS available. For information write factory with most detailed specifications possible.

THE CROWN DESK SET Crafted in fine stainless steel. A lovely pair of useful desk implements for home or office. Length of magnifier is 7-inches. 3½-power magnification. Glass is 2-inches in diameter. The letter opener is 9⅜-inches long.

	12-24	25-49	50-99	100 and up
No. 793	$11.95	$11.75	$11.55	$10.30

U.S. Patent D-214,470
MAILERS AVAILABLE at 34¢ each (E). 3AB

THE CROWN ASHTRAY A desk or table accessory of rare elegance compatible with any decor in the office or in the home. 4⅞-inches in diameter and 1¼-inches high. The cover is removable making it easy to clean.

	12-24	25-49	50-99	100 and up
No. 798	$12.50	$12.30	$12.10	$11.90

MAILERS AVAILABLE at 29¢ each (E). A

THE CROWN CONFERENCE ASHTRAY A more sumptuous version of the smaller Crown Ashtray, for the conference table, the executive desk, or the library. 8-inches in diameter and 1¼-inches high.

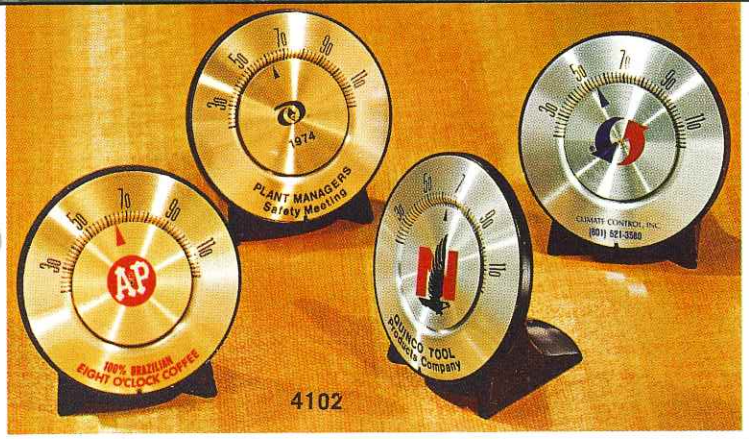
	12-24	25-49	50-99	100 and up
No. 786	$22.00	$21.75	$21.50	$21.25

MAILERS AVAILABLE at 41¢ each (E). A

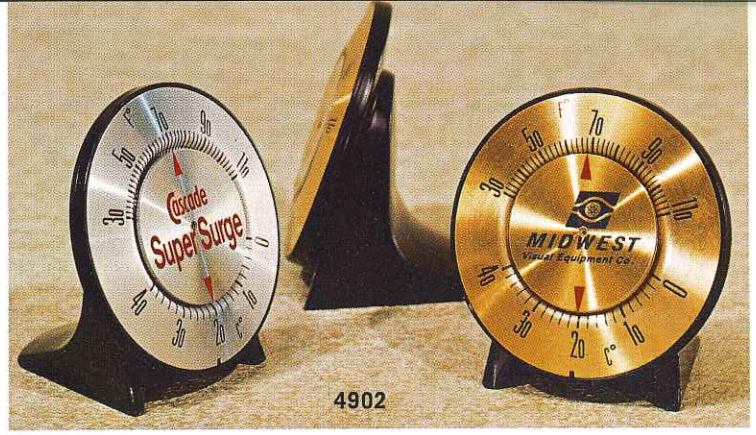
Copy Recommendations:

Engrave — prices and information on page 50. (Nos. 797 and 794 on base, No. 793 on handle [specify letter opener or magnifier handle], Nos. 798 and 786 on covers.)

Nos. 797, 794 and 793 can be screenprinted. Prices and information on page 51. COPY NOT INCLUDED IN PRICE.



4102



4902

THE TRIMLINE Petite in size, trim in profile. Unique center disc rotates. Heavy cast metal with beautiful spun aluminum dial. Choice of two color combinations (black and silver, black and gold). 2¼-inches high, 2⅛-inches wide. Packaged in handsome gift box with romance card.

For **humidity instrument,** use No. 4202 and add 50¢ per unit to prices shown below.

Specify color desired: 4102S—Black with Silver; 4102G—Black with Gold

	50-99	100-249	250-499	500 and up
No. 4102	$3.95	$3.90	$3.85	$3.45

U.S. Patent D-204,621
MAILERS AVAILABLE at 29¢ each (E). 3AB

Copy Recommendations:
No. 4102 — Screenprint scaleplate or center disc. No. 4702 — Screenprint on walnut case. No. 4902 — Screenprint center disc. Nos. 4702-4802 — Screenprint or engrave brass plate.
Add $.30(E) to cover cost of brass plate.
Screenprinting prices and information on page 51.
Engraving prices and information on page 50.
COPY NOT INCLUDED IN PRICE.

THE TRIMLINE MEDALIST Matched grain solid walnut hinged case and rich gold-finished dials make this an exquisite indoor weather instrument. The thermometer and hygrometer have a unique center disc that rotates. Overall open width is 7½-inches, 3⅝-inches high, ¾-inch thick. Packaged in a beautiful gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 4702	$13.95	$13.70	$13.40	$13.10

MAILERS AVAILABLE at 34¢ each (E). A

THE UNIVERSAL TRIMLINE With the advent of the metric system, the Trimline goes universal. The same as the regular Trimline thermometer, but has the centigrade (metric) scale added to the dial in addition to the standard Fahrenheit. Packaged in handsome gift box with romance card.

	50-99	100-249	250-499	500 and up
No. 4902	$4.20	$4.05	$3.95	$3.50

MAILERS AVAILABLE at 29¢ each (E). 3AB

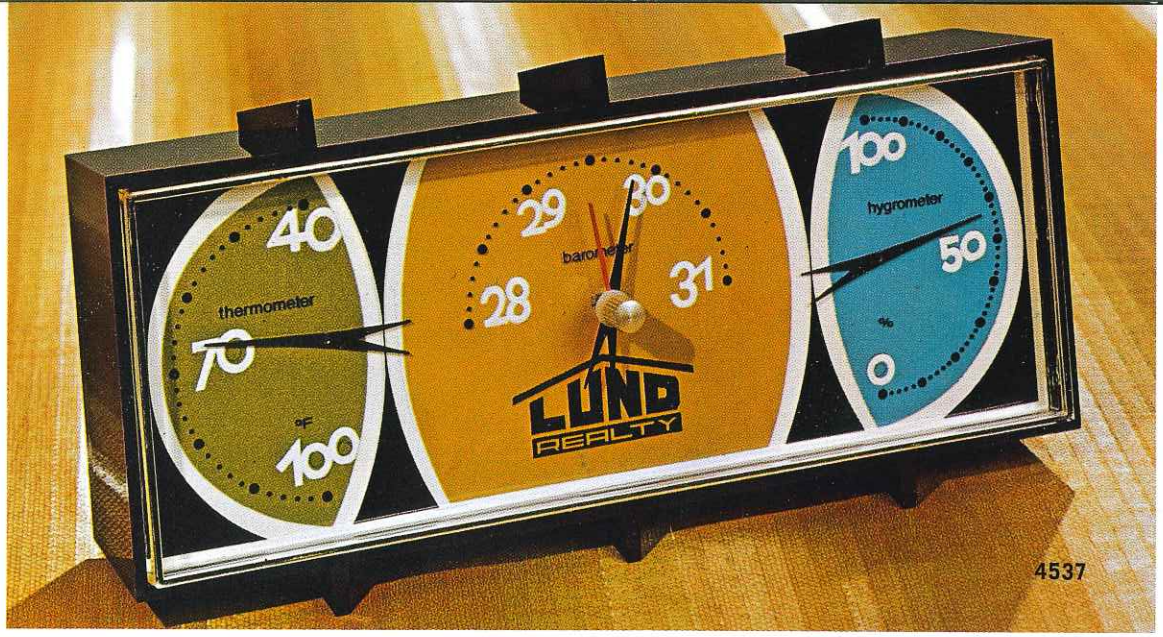
THE DORSET A solid American walnut frame combines with the rich instrument backing to enhance the gold-finished dials of this outstanding weather instrument. The thermometer and hygrometer have unique center discs that rotate. A brass plate for dedications or your advertising message is available. Measures 6¼-inches square. Packaged in handsome gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 4802	$15.95	$15.50	$15.10	$14.70

MAILERS AVAILABLE at 43¢ each (E). A

4702

4802



THE DORCHESTER This weather center for the desk, table or mantel has distinguished modern styling which coordinates beautifully with any room decor. Highly accurate sensing elements indicate room temperature, relative humidity and barometric pressure. Features colorful, high style graphics faceplate supported by deep brown casing. Overall length 7⅝-inches, height 3¾-inches and 1⅝-inches deep. Beautifully gift boxed with romance card.

No. 4537

25-49	50-99	100-249	250 and up
$11.95	$11.80	$11.65	$10.45

MAILERS AVAILABLE at 41¢ each (E).
3AB

Copy Recommendations:
No. 4537 — Screenprint scaleplate — prices and information on page 51.
No. 4508 — Gold or silver stamp, walnut-grained strip. Hot stamping prices and information on page 49.
No. 4118 — Screenprint center button. Prices and information on page 51.
No. 4418 — Screenprint pen barrel. Prices and information on page 51.
COPY NOT INCLUDED IN PRICE.

THE COUNTRY CLUB A complete indoor weather station with three accurate weather instruments...thermometer...hygrometer and barometer. Protected by a crystal divided into three sections for easy reading. Case is deep brown with inlay of walnut decoration.

Height is 3¾-inches, 5½-inches long, 1⅝-inches deep. Exquisitely gift boxed with romance card.

No. 4508

12-24	25-49	50-99	100 and up
$12.95	$12.70	$12.50	$12.30

MAILERS AVAILABLE at 41¢ each (E).
A

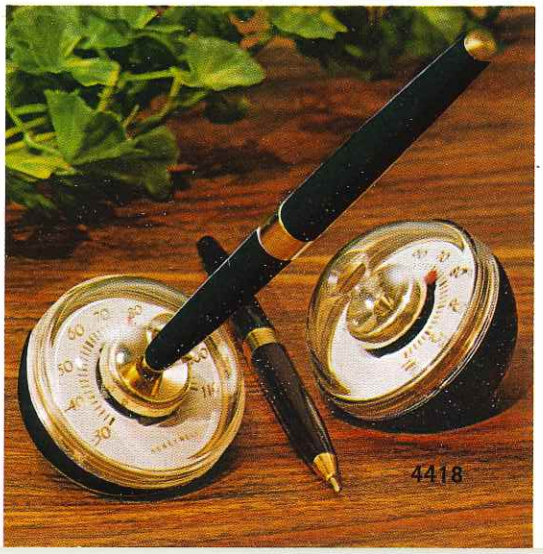
THE RONDELLE has held top place in desk thermometers over the years. As it rests on the desk, it invites handling. That's how it became an ideal paperweight. Acrylic dome crystal protects the indicator and white on gold dial. Base is of cast metal. Available in black or red. Overall diameter is 2-inches. Exquisitely gift boxed with romance card.

No. 4118

Specify color desired: 4118B — Black; 4118R — Red.

50-99	100-249	250-499	500 and up
$4.25	$4.05	$3.95	$3.60

U.S. Patent D-183,121
MAILERS AVAILABLE at 37¢ each (E).
3AB



THE RONDELLE PEN SET For sheer novelty, everyday practicality, and economy price, this desk set stands above all others. Combines a reliable ballpoint pen and a fine room thermometer. Black base with white and gold dial. Overall base diameter is 2-inches. Beautifully gift boxed with romance card.

No. 4418

25-49	50-99	100-249	250 and up
$4.95	$4.85	$4.75	$4.20

U.S. Patent D-183,121
MAILERS AVAILABLE at 37¢ each (E).
3AB

THE WEATHER WISE THERMOMETER The three dimensional owl design draws repeated attention to this unusual and beautifully sculptured wall thermometer. The highly accurate thermometer has a rich gold-finished aluminum dial with a unique rotating center disc. A brass plate for dedications or your advertising message is available. Beautifully gift boxed with romance card. Measures 7½-inches high and 5-inches wide.

No. 4135

25-49	50-99	100-249	250 and up
$7.20	$7.00	$6.90	$6.20

MAILERS AVAILABLE at 30¢ each (E).
3AB

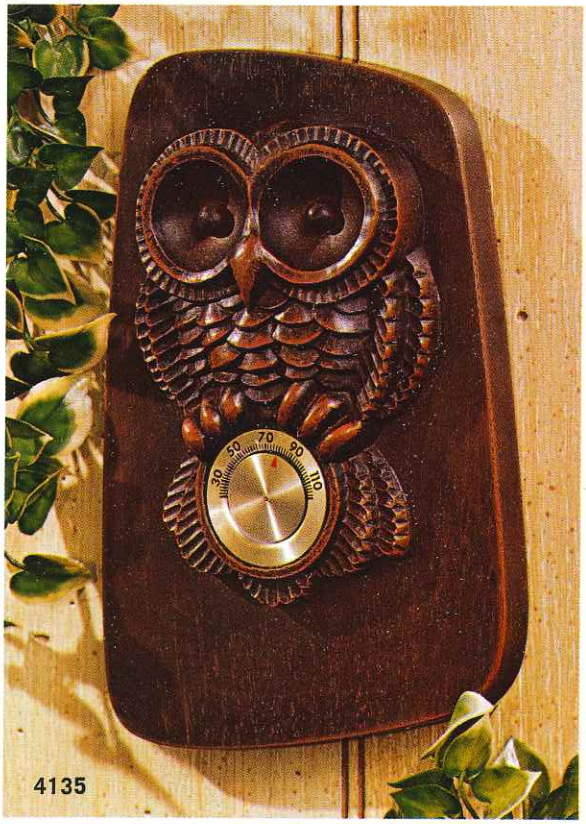
Copy Recommendations:

No. 4135—Engrave brass plate, 1-inch by 3½-inches. Prices and information on page 50. Add 30¢ each (E) to cover cost of brass plate.

Nos. 4305 and 4605 — Screenprint center button. Prices and information on page 51.

No. 4121 — Screenprint adplate. Prices and information on page 51.

COPY NOT INCLUDED IN PRICE.



THE WEATHER SECRETARY Indicates both room temperature and relative humidity from either top or side. Handsomely combines acrylic dome with beautifully brushed aluminum dial. May be used on the mantel, on the desk as a paperweight or hung on the wall. Available in silver or gold. Diameter 3-inches. 1⅜-inches high. Exquisitely gift boxed with romance card.

No. 4305

Specify G (Gold) or S (Silver) with item number when ordering.

25-49	50-99	100-249	250 and up
$7.95	$7.80	$7.70	$6.85

MAILERS AVAILABLE at 30¢ each (E).
3AB

THE WEATHER FORECASTER A precision barometer encased in a shock resistant cast metal base. Movement indicator adjustment knob atop acrylic dome. Available in silver or gold. Diameter is 3-inches. 1⅜-inches high. Exquisitely gift boxed with romance card.

No. 4605

Specify G (Gold) or S (Silver) with item number when ordering.

25-49	50-99	100-249	250 and up
$10.95	$10.80	$10.60	$9.45

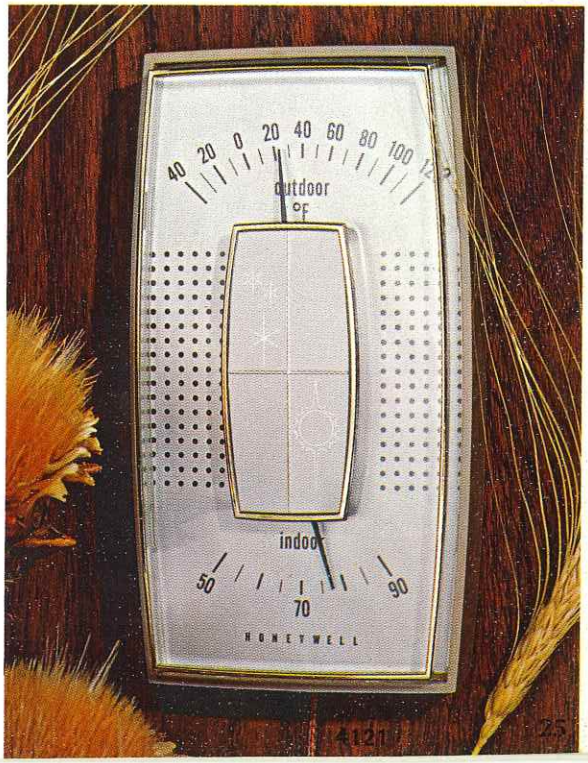
MAILERS AVAILABLE at 30¢ each (E).
3AB

THE SUNBURST THERMOMETER On any inside wall the Sunburst tells the temperature indoors and outdoors with great accuracy even at temperature extremes. A remote sensing bulb connected to the instrument by a thin, flexible metal tube detects outdoor temperature changes. 3¼-inches wide, 5¾-inches high.

No. 4121

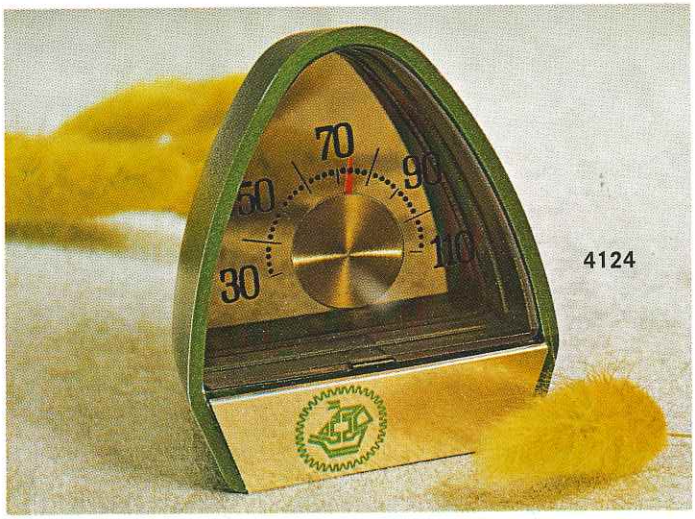
12-24	25-49	50-99	100 and up
$14.95	$14.70	$14.45	$14.20

U.S. Patent D-204,806
MAILERS AVAILABLE at 37¢ each (E).
A



Copy Recommendations:

No. 4309 — Screenprint scaleplate.
No. 4124 — Screenprint adplate.
No. 4706 — Screenprint styrene cone opposite calibrations.
Screenprinting prices and information on page 51.
COPY NOT INCLUDED IN PRICE.



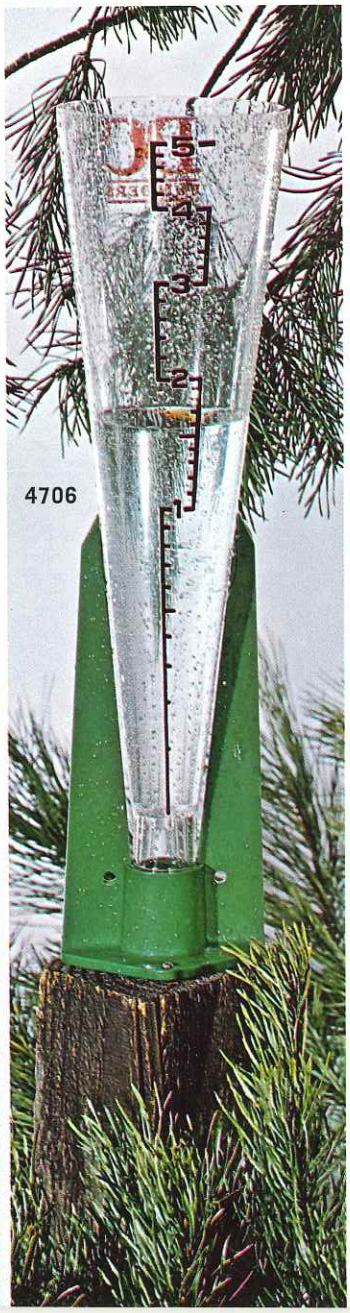
THE PLAZA TWINS Rests supremely on table or desk serving its owner with accurate temperature and humidity readings. Sensing elements are fully protected by the jet black case. A transparent window protects the indicators.

Overall length is 3¾-inches, height is 1¾-inches, and 2⁷⁄₁₆-inches deep. Exquisitely gift boxed with romance card.

No. 4309

50-99	100-249	250-499	500 and up
$4.25	$4.15	$4.05	$3.60

U.S. Patent D-214,202
MAILERS AVAILABLE at 32¢ each (E).
3AB



THE ARCHWAY THERMOMETER Classic design and modern styling distinguish this airy and accurate desk or table top thermometer. The olive green molded plastic arch contains three smoked transparent windows: a faceplate window; a center window on which the thermometer instrument is mounted; and a patterned, translucent rear window. At the foot of the arch is a brass colored plate for advertising messages.

Measures 3-inches high and 2½-inches wide. Beautifully gift boxed with romance card.

No. 4124

25-49	50-99	100-249	250 and up
$4.95	$4.80	$4.70	$4.20

MAILERS AVAILABLE at 28¢ each (E).
3AB

THE RAIN GAUGE A gift or advertising vehicle to make the gloomiest rainy day more interesting and meaningful. Accurately measures up to 5-inches of rainfall on lawns and gardens. Unique holder provides ground spike or post mounting, simply by turning holder upside down. Constructed of weatherproof plastic. Easy to read calibrations. Overall height is 15¼-inches, 4-inch diameter at top. Attractively packaged in gift mailer with romance card.

No. 4706

25-49	50-99	100-249	250 and up
$5.95	$5.80	$5.70	$5.10

3AB

4133

702

THE 3-D THERMOMETER An attractive desk or table top thermometer combining crisp lines and low silhouette with a novel 3-dimensional advertising feature. The accurate temperature indicator can be complemented by any number of creative and striking advertising designs. Overall length 3¾-inches, height 1¾-inches, 2⁷⁄₁₆-inches deep. Beautifully gift boxed with romance card.

No. 4133

150-249	250-499	500-999	1000 and up
$3.25	$2.90	$2.60	$2.50

MAILERS AVAILABLE at 32¢ each (E).
AB2C
Less than minimum order with ad copy not available. Less than 150 pieces without ad copy add $5.00(E).
PRICE INCLUDES ONE COLOR PER LEVEL ON EACH OF THREE LEVELS. SEE PAGE 52 FOR COPY DETAILS AND ADDITIONAL CHARGES.

THE 3-D PERPETUAL CALENDAR An attractive desk or table top calendar combining crisp lines and low silhouette with the novel 3-dimensional advertising feature. The calendar face is perpetually up-to-date, year after year, because it can be adjusted with the small lever on the rear to fit any calendar month variation. The calendar face can be complemented by any number of creative and striking advertising designs. Overall length 3¾-inches, height 1¾-inches and 2⁷⁄₁₆-inches deep. Beautifully gift boxed with romance card.

	150-249	250-499	500-999	1000 and up
No. 702	$4.95	$4.35	$3.85	$3.70

MAILERS AVAILABLE at 32¢ each (E).
AB2C
Less than minimum order with ad copy not available. Less than 150 pieces without ad copy add $5.00(E).
PRICE INCLUDES ONE COLOR PER LEVEL ON EACH OF TWO TOP LEVELS. SEE PAGE 52 FOR COPY DETAILS AND ADDITIONAL CHARGES.

THE BRADFORD A luxurious ensemble of useful instruments mounted on a background of finely grained American walnut. Thermometer and hygrometer have rich gold-finished dials and unique rotating center discs. The perpetual calendar contains a deck of gold date cards with easy to read numerals and thoughtful epigrams. Change the date and the epigram by simply removing the top card and inserting it in the back of the black molded case. A fine addition to the home or office. Hanging apparatus included. Name plate optional. 10⅝-inches long, 5-inches high. Packaged in attractive gift mailer with romance card.

	12-24	25-49	50-99	100 and up
No. 4336	$14.95	$14.70	$14.40	$14.10

A

Copy Recommendations:

Engrave (on brass plate ¾-inch by 4-inches). Engraving prices and information on page 50.

Screenprint (on brass plate, ¾-inch by 4-inches). Screenprinting prices and information on page 51.

Add $.50(E) to cover cost of brass plate.

Gold stamp black calendar case under epigram. Gold stamping prices and information on page 49. COPY NOT INCLUDED IN PRICE.

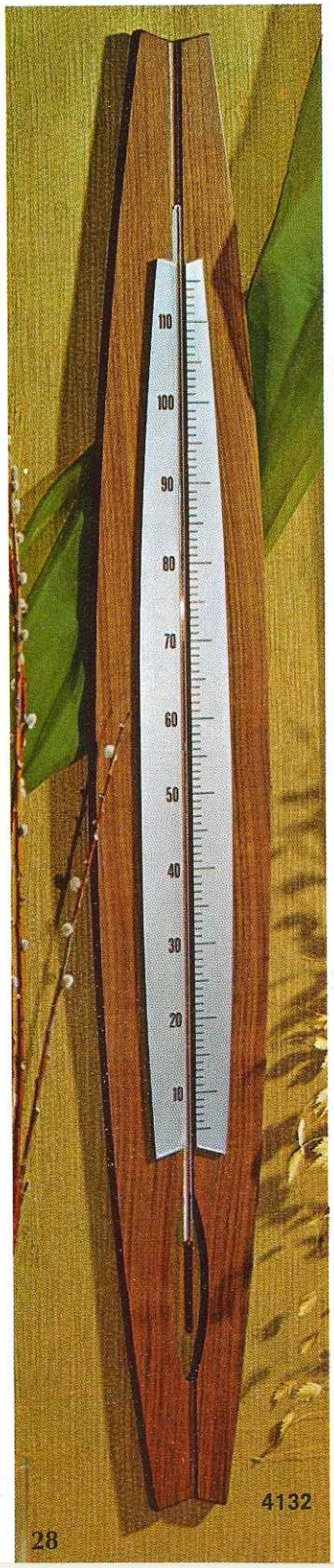
4336

THE MODERNA THERMOMETER Truly a decorator's instrument for home or office. A striking indoor thermometer measuring a full 38-inches tall. The thermometer tube and the brushed aluminum faceplate are mounted on a single piece of beautifully grained walnut. Keyhole slot on rear for hanging. Packaged in a gift mailer with romance card.

No. 4132

6-11	12-24	25-49	50 and up
$29.95	$29.40	$28.90	$28.40

A

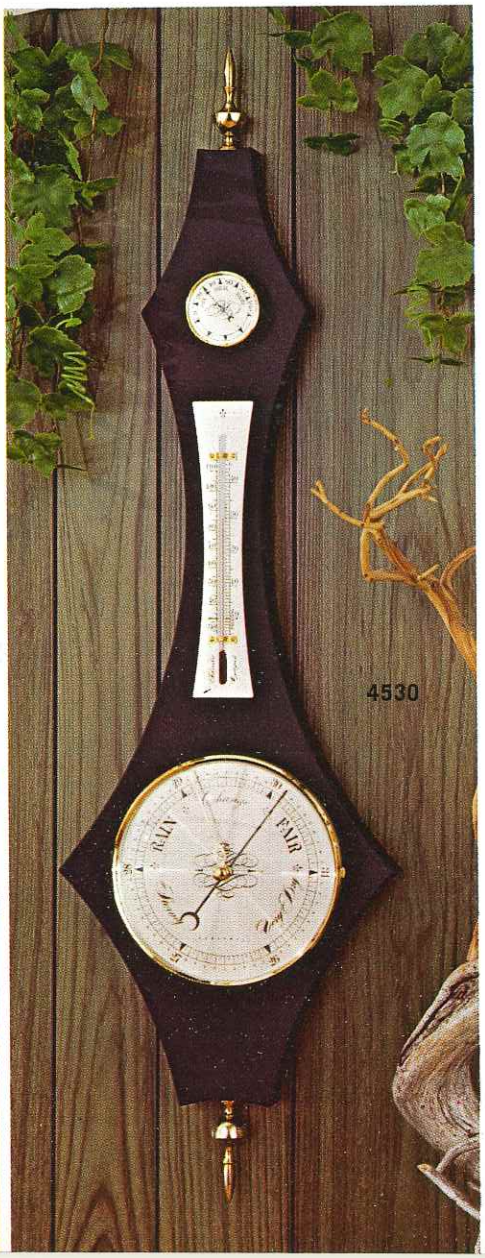


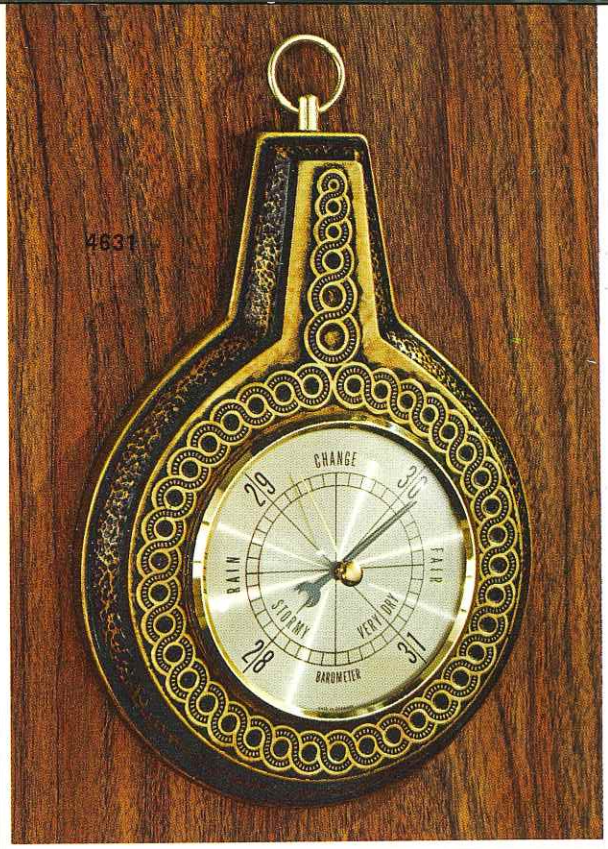
Copy Recommendations:

Imprint enclosure card—prices and information on page 51.

#4530 — Engrave brass plate (3-inches by 3-inches) — prices and information on page 50. Add $1.00 each (E) to cover cost of brass plate.

COPY NOT INCLUDED IN PRICE.





THE MANOR BAROMETER A precision barometer instrument that will give years of pleasure and accurate weather information. Beautiful detail in an antique gold finish frames the gold tinted brushed aluminum scaleplate. Measures 10-inches by 6⅜-inches. Packed in a gift mailer with romance card.

No. 4631

12-24	25-49	50-99	100 and up
$19.95	$19.60	$19.30	$19.00

A

THE POTOMAC A weather instrument of singular elegance. The combination of traditional scaleplates and a solid maple casing of contemporary design allow The Potomac to blend harmoniously with its surroundings regardless of decor. Repeated coats of black lacquer give the casing a deep black mat finish which complements the luster of the brushed aluminum barometer, thermometer and hygrometer dials. A weather instrument of remarkable beauty. Measures 37¼-inches high by 11-inches across widest point. Packed in a fine mailer with romance card.

No. 4530

3-5	6-11	12-24	25 and up
$90.00	$87.50	$85.00	$82.00

A

THE WASHINGTON SQUARE CLOCK This cordless electric clock is a design out of the treasured past that will always be in fashion. Styled for the desk, table or mantel, it can also be hung on the wall if desired. Case is solid mahogany and measures 7 x 6¾ x 2½-inches. Movement is protected by a clear plastic case. Power comes from a "C" type battery (not included). Packed in gift mailer with romance card.

No. 854

3-5	6-11	12-24	25 and up
$45.00	$44.20	$43.40	$42.60

A

THE MARINER CLOCK An impressive creation in solid brass. A decorative and dependable battery powered timepiece for home or office. Made in Germany. The Mariner Clock and the Mariner Weathercaster (shown below) make a perfect pair for a combination gift or for single gifts on successive occasions. Measures 9-inches in diameter. Packed in gift box with romance card.

No. 855

3-5	6-11	12-24	25 and up
$59.95	$59.50	$59.00	$58.50

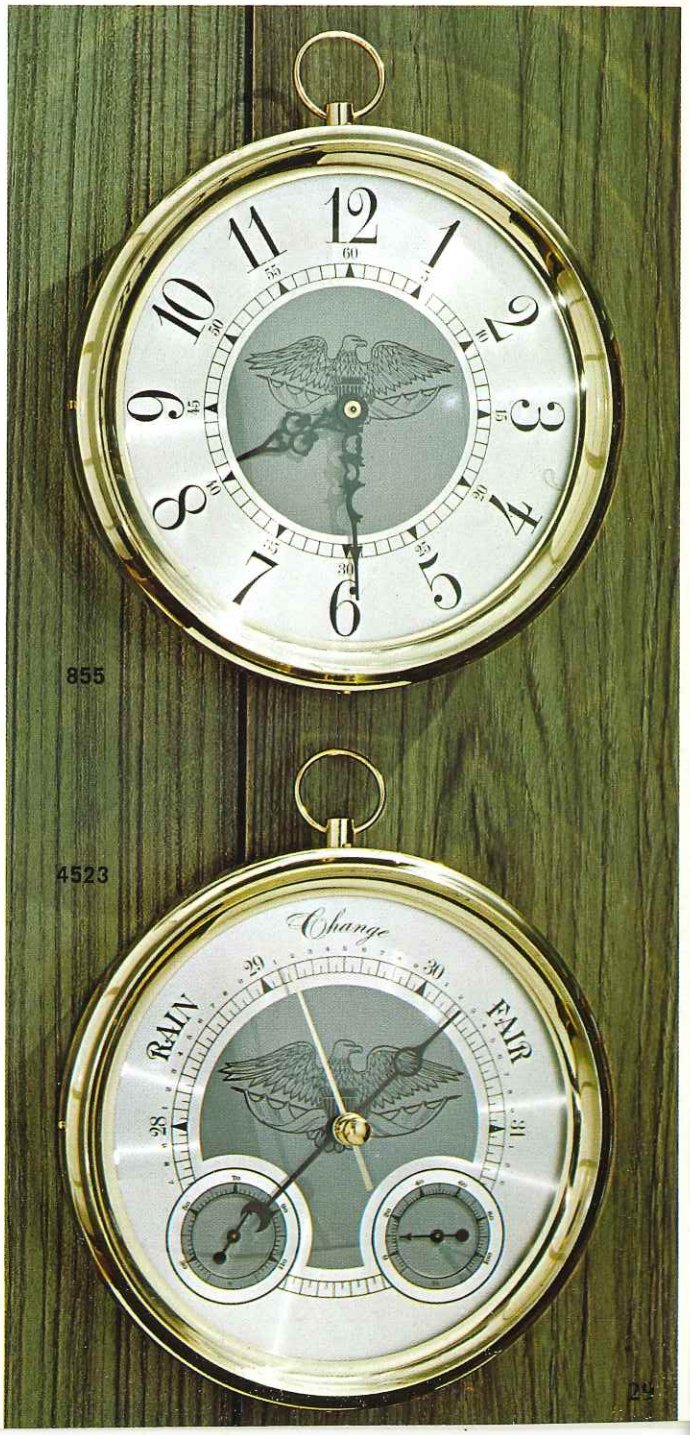
MAILERS AVAILABLE at 65¢ each (E).
A

THE MARINER WEATHERCASTER A beautiful precision instrument in solid polished brass combining a barometer, thermometer and hygrometer. Decorative and dependable for home or office. The companion piece to the Mariner Clock above. The Mariner Weathercaster and the Mariner Clock make a perfect pair for a combination gift or for single gifts on successive occasions. Measures 9-inches in diameter. Packed in gift box with romance card.

No. 4523

3-5	6-11	12-24	25 and up
$59.95	$59.50	$59.00	$58.50

MAILERS AVAILABLE at 65¢ each (E).
A



Copy Recommendations:

Imprint enclosure card — prices and information on page 51.

No. 854 — Engrave brass plate (1¾ x ⅝-inches) — prices and information on page 50. Add $.45 each (E) to cover cost of brass plate.

COPY NOT INCLUDED IN PRICE.

2112

IMPERIAL CUTLERY Slim elegance and contemporary styling unite in this outstanding line of flatware and serving accessories. Each piece is drop forged from a solid bar of stainless steel and hand finished according to rigorous standards of excellence. The handle design is incised in the metal, and then oxidized to provide a rich, contrasting background. The finished pieces are distinguished by the gleaming mirror finish of the tines, blades and bowls and complemented by the soft luster of the handles.

This high quality stainless steel resists rust, stain and tarnish, and never requires polishing. The Imperial group is notable for the splendid range and variety of its pieces. By giving Imperial on successive occasions, you can build for a friend or business associate a service of unique distinctions.

Unless otherwise noted, all Imperial gifts are wrapped in a fine flannel roll and handsomely gift boxed with a romance card.

SEE PAGE 52 FOR IMPERIAL TABLE SERVICE PRICES AND INFORMATION.

371

399

396

398

441

Buffet Server

Cheese Scoop

Pickle Fork

Cheese Slicer

Food Spreader

Jelly Spoon

Nut Spoon

2424

IMPERIAL TABLE SERVICE — see page 52 for prices and information.

IMPERIAL SALAD OR SERVING SET A remarkably fine set of implements for serving salads, vegetables or other foods elegantly. Not only do they present a lovely appearance, but both fork and spoon faces are properly contoured for mixing or serving. Overall length 8⅜-inches.

	25-49	50-99	100-249	250 and up
No. 371	$7.95	$7.80	$7.65	$6.80

U.S. Patent D-225,177
MAILERS AVAILABLE at 32¢ each (E). 3AB

THE IMPERIAL SNACK SET An elaborate collection of special purpose serving implements for snacking. Whether it's a spur of the moment affair or a carefully planned event, there's an instrument here that's just right for the food served. Each piece is approximately 7⅛-inches long. Choice of four combinations.

(All 7 Pieces)	12-24	25-49	50-99	100 and up
No. 440-7	$16.95	$16.65	$16.35	$14.60
(Pickle Fork, Nut Spoon, Food Spreader, Jelly Spoon) **No. 440-4**	$9.95	$9.80	$9.60	$8.55
(Buffet Server, Cheese Slicer, Cheese Scoop) **No. 440-3**	$7.95	$7.80	$7.65	$6.85
(Cheese Slicer Only) **No. 440-1**	$3.95	$3.90	$3.85	$3.40

U.S. Patent D-225,177
MAILERS AVAILABLE: No. 440-7, 40¢; No. 440-4 and No. 440-3, 31¢; No. 440-1, 28¢ each (E). 3AB

THE IMPERIAL BUFFET SET A splendid and useful combination. The smorgasbord or pastry server is 7⅛-inches long, the tongs are 6¼-inches, the sugar spoon 6¾-inches, and the ladle about 8-inches.

	12-24	25-49	50-99	100 and up
No. 441	$15.95	$15.80	$15.70	$14.20

U.S. Patent D-225,177
MAILERS AVAILABLE at 37¢ each (E). 3AB

THE IMPERIAL PARTY SET A beautifully designed service for festive occasions. Consists of a cake server, a buffet or pie server and a smorgasbord or pastry server. All are 7-inches or longer.

	25-49	50-99	100-249	250 and up
No. 399	$9.70	$9.55	$9.40	$8.40

U.S. Patent D-225,177
MAILERS AVAILABLE at 31¢ each (E). 3AB

Copy Recommendations: Imprint enclosure card — prices and information on page 51.

Nos. 333, 334 and 353 — Screenprint import box cover. Prices and information on page 51.

COPY NOT INCLUDED IN PRICE.

THE IMPERIAL BAR SET Excellent bar tools. A peeling-cutting-spearing knife 8⅜-inches long; a 6⅜-inch all-purpose fork; and an 8¾-inch deep-glass swizzle spoon.

	25-49	50-99	100-249	250 and up
No. 398	$7.95	$7.80	$7.65	$6.80

U.S. Patent D-225,177
MAILERS AVAILABLE at 28¢ each (E). 3AB

THE IMPERIAL ICED TEA SPOONS will reach the bottom of the deepest glass. Ideal for iced tea or coffee, juleps or highballs. A sleek 8¾-inches long in sets of six or four. Individually wrapped and gift boxed.

(4 Pieces)	25-49	50-99	100-249	250 and up
No. 396-4	$5.95	$5.80	$5.15	$4.60
(6 Pieces) **No. 396-6**	$7.95	$7.80	$6.90	$6.15

U.S.Patent D-225,177
MAILERS AVAILABLE at 29¢ each (E). 2ABC

THE IMPERIAL STEAK KNIFE SET Exquisitely fashioned service for six. Overall length of each steak knife is 8⅜-inches.

(in flannel)	12-24	25-49	50-99	100 and up
No. 347	$16.95	$16.70	$16.40	$14.65
(in import box) **No. 334**	$18.95	$18.60	$18.30	$16.30

U.S. Patent D-225,177
MAILERS AVAILABLE: No. 347, 28¢; No. 334, 33¢ each (E). 3AB

THE IMPERIAL 3-PIECE CARVING SET Superbly functional instruments, beautifully balanced and razor sharp. The fork is 11-inches long, the carving knife 14-inches, and the slicing knife 15½-inches.

(3 piece set in flannel)	12-24	25-49	50-99	100 and up
No. 349	$22.95	$22.55	$22.15	$19.75
(3 piece set in import box) **No. 333**	$24.95	$24.50	$24.10	$21.50

U.S. Patent D-225,177
MAILERS AVAILABLE: No. 349, 32¢; No. 333, 39¢ each (E). 3AB

THE IMPERIAL STEAK AND CARVING SET A magnificent combination of the 3-piece carving set with the Imperial steak knife set. Packaged in an original import box with a romance card enclosure.

	6-11	12-24	25-49	50 and up
No. 353	$41.95	$41.20	$40.50	$36.20

U.S. Patent D-225,177
MAILERS AVAILABLE at 48¢ each (E). 3AB

DYNASTY GIFTS Each of the Dynasty sets or combinations is an original design made to special order. Each piece is hot forged from a solid bar of stainless steel and individually hand finished. The textured brush finish of the handles which supplies the striking contrast is a special process. Each piece is supremely functional and carefully tested for size, shape, and ease of handling to do the job intended for it.

Except where noted, all Dynasty Gifts are handsomely wrapped in a fine flannel roll, packed in a gift box with an appropriate romance card.

421

3636

354

THE DYNASTY TABLE SERVICE A lifetime table service of singular distinction. The full set consists of six pieces: salad fork, dinner fork, dinner knife, butter spreader, soup spoon, and teaspoon. A five piece set which eliminates the butter spreader, and a four piece set which eliminates both the butter spreader and salad fork are also available. The implements range in length from 8½-inches for the knife to 6¼-inches for the teaspoon and salad fork.

The following sets are individually wrapped and beautifully gift boxed with romance card.

	6-11 Sets	12-24 Sets	25-49 Sets	50 and up Sets
4 pc. place setting:				
No. 3416 Service for four (16 pcs.)	$22.25	$21.55	$20.85	$20.15
No. 3624 Service for six (24 pcs.)	$32.50	$31.75	$31.00	$30.25
No. 3832 Service for eight (32 pcs.)	$43.00	$42.00	$41.00	$40.00
No. 3248 Service for twelve (48 pcs.)	$64.00	$62.50	$61.00	$59.50
5 pc. place setting:				
No. 3420 Service for four (20 pcs.)	$26.25	$25.50	$24.75	$24.00
No. 3630 Service for six (30 pcs.)	$38.75	$37.75	$36.75	$35.75
No. 3840 Service for eight (40 pcs.)	$51.00	$50.00	$49.00	$48.00
No. 3260 Service for twelve (60 pcs.)	$76.00	$74.00	$72.00	$70.00
6 pc. place setting:				
No. 3424 Service for four (24 pcs.)	$31.50	$30.80	$30.10	$29.40
No. 3636 Service for six (36 pcs.)	$46.50	$45.50	$44.50	$43.50
No. 3848 Service for eight (48 pcs.)	$61.50	$60.00	$58.50	$57.00
No. 3272 Service for twelve (72 pcs.)	$91.50	$89.50	$87.50	$85.50

MAILERS AVAILABLE at 33¢ each (E).
C

The following sets are available in deluxe chest, lined with soft Ruby Duvetyn fabric; packed in air cell mailer at no extra charge.

	6-11 Sets	12-24 Sets	25-49 Sets	50 and up Sets
6 pc. place setting:				
No. 3106 Service for six (36 pcs.)	$ 70.50	$ 69.00	$ 67.50	$ 66.00
No. 3108 Service for eight (48 pcs.)	$ 85.50	$ 83.50	$ 81.50	$ 79.50
No. 3112 Service for twelve (72 pcs.)	$115.50	$113.00	$110.50	$108.00

C

Copy Recommendations:
Imprint enclosure cards — prices and information on page 51.
Table Service — engrave brass plate, ¾ x 2¼-inches, for top of chest. Engraving prices and information on page 50.
Add $.30 each (E) to cover cost of brass plate.
Nos. 331, 332 and 384 — screenprint import box covers. Screenprinting prices and information on page 51.
COPY NOT INCLUDED IN PRICE.

THE DYNASTY BAR SET Four beautifully matched instruments: an 8-inch multipurpose knife to cut, core, peel, and spear; a 7-inch bottle opener and can piercer; a 10-inch deep-glass swizzle spoon; and a 9-inch, 1½-ounce jigger shot cup to lift the spirits. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 421	$16.95	$16.65	$16.35	$16.05

MAILERS AVAILABLE at 32¢ each (E). A

THE DYNASTY SALAD OR SERVING SET Perfectly balanced and shaped instruments for tossing and serving salads and for general buffet and table use. Fork and spoon faces are almost 2¼-inches wide. Overall length is 11½-inches.

	12-24	25-49	50-99	100 and up
No. 354	$10.95	$10.80	$10.60	$10.40

MAILERS AVAILABLE at 37¢ each (E). A

THE DYNASTY CARVING SET is a matchless combination of texture, design and practicality. Hot forged from solid bars of fine stainless steel.
Set consists of a serving fork 11½-inches in length, carving knife 13¾-inches in length and a slicer 15¾-inches in length.

	12-24	25-49	50-99	100 and up
(in flannel) **No. 383**	$18.80	$18.45	$18.10	$16.15
(in import box) **No. 331**	$21.95	$21.60	$21.20	$18.90

MAILERS AVAILABLE: No. 383, 32¢; No. 331, 39¢ each (E). 3AB

THE DYNASTY STEAK KNIFE SET Each knife is hot forged from a solid bar of fine stainless steel, carefully sharpened and hand finished. The textured stainless handle contrasts with the gleaming blade. Six knives to the set. Overall length 8½-inches.

	12-24	25-49	50-99	100 and up
(in flannel) **No. 381**	$15.80	$15.50	$15.20	$13.55
(in import box) **No. 332**	$17.30	$17.00	$16.70	$14.90

MAILERS AVAILABLE: No. 381, 28¢; No. 332, 33¢ each (E). 3AB

THE DYNASTY CARVING AND STEAK SET Consists of No. 383 and No. 381 combination in import case. Described above.

	6-11	12-24	25-49	50 and up
No. 384	$37.95	$37.30	$36.60	$32.60

MAILERS AVAILABLE at 45¢ each (E). 3AB

CONTOURA GAME SHEARS A new contemporary design of forged and tempered scissor steel, heavily chrome-plated and hand polished to a high luster by Italian artisans. Snip through poultry bones or the toughest gristle with ease. 8¼-inches long. Packed in a gift box with romance card.

No. 43

25-49	50-99	100-249	250 and up
$12.95	$12.70	$12.50	$11.20

U.S. Patent D-222,603
MAILERS AVAILABLE at 34¢ each (E).
3AB

THE DELMONICO STEAK AND CARVING SET An outstanding matched carving and steak knife set consisting of The Delmonico Carving Set described on this page, and six steak knives. The entire set is hot forged from solid stainless steel. Overall length of steak knives is 8-inches. Packed in an original import box with a romance card enclosure.

No. 307

12-24	25-49	50-99	100 and up
$29.95	$29.40	$28.90	$25.80

MAILERS AVAILABLE at 41¢ each (E).
3AB

Copy Recommendations:

Imprint enclosure card — prices and information on page 51. Nos. 306 and 307: Screenprint import box cover — prices and information on page 51.

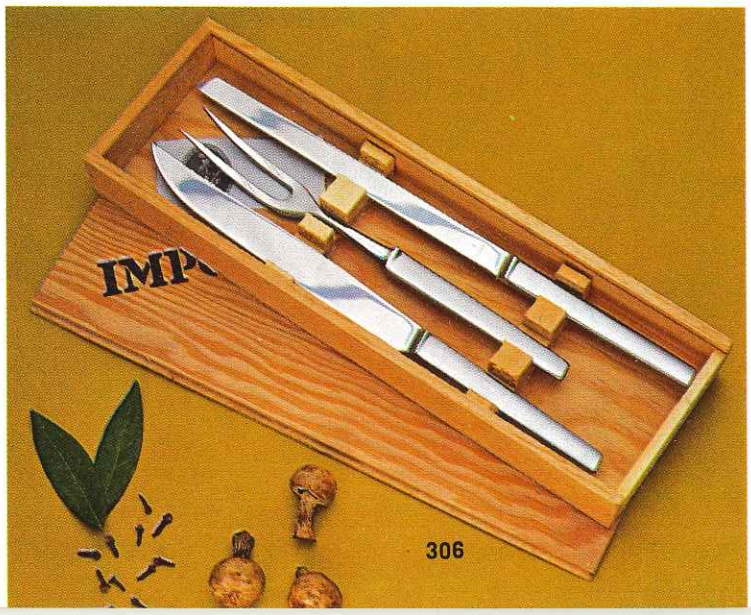
COPY NOT INCLUDED IN PRICE.

DELMONICO CARVING SET... consists of a carving knife, a slicer, and a two tined serving fork, each piece hot forged from solid stainless steel. All are chef size. The fork is 11-inches, the carving knife 13½-inches, and the slicer 14-inches long. Packed in an original import box with a romance card enclosure.

No. 306

12-24	25-49	50-99	100 and up
$19.95	$19.60	$19.25	$17.20

MAILERS AVAILABLE at 37¢ each (E).
3AB



Copy Recommendations: Imprint enclosure card — prices and information on page 51.

No. 411: Engrave — prices and information on page 50.

(The shot cup is considered a cylindrical surface, the opener a flat surface.)

COPY NOT INCLUDED IN PRICE.

THE ENCORE SHOT CUP AND BOTTLE OPENER Splendid bar accessories in both appearance and usefulness. A drawn stainless steel shot cup with heavy forged base and a matching forged stainless steel bottle opener. Shot cup measures 2-inches high. Opener measures 4-inches long. The design motif is achieved through forging and oxidation. Shot cup features standard ounce calibration markings. Cheers!
Beautifully gift boxed with romance card.

No. 411

12-24	25-49	50-99	100 and up
$12.95	$12.60	$12.30	$10.90

MAILERS AVAILABLE at 30¢ each (E).
3AB

THE BAVARIAN CONDIMENT SET An exquisite condiment set of fine white Bavarian porcelain. The tall oil and vinegar flasks are equipped with non-drip pouring spouts and snug-fitting cork stoppers. The salt and pepper shakers have spring-driven, flip-top caps which open for use and close tightly with hole closing prongs for storage. The shakers and flasks fit into a gracefully designed walnut carrying tray with a walnut carrying handle. Beautiful accessories for table or buffet settings. Flasks are 6¼-inches tall, 2½-inches diameter at base. Shakers are 3⅜-inches high, 2-inches diameter at base. Beautifully gift boxed with romance card.

No. 831

6-11	12-24	25-49	50 and up
$36.95	$36.20	$35.50	$34.80

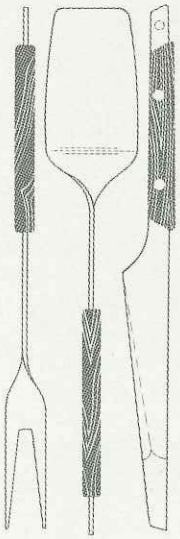
MAILERS AVAILABLE at 50¢ each (E).
A

CRYSTALINE OIL & VINEGAR CRUETS A lovely imported set in a handsome walnut stand with carrying handle. A beautiful addition to any table or buffet setting. Measures 7⅜-inches high, 7-inches long, 3¼-inches wide. Handsomely packaged in gift mailer with romance card.

No. 950

6-11	12-24	25-49	50 and up
$17.95	$17.50	$17.05	$16.60

A



THE TRENCHERMAN BARBECUE SET Functional design innovations characterize this beautiful set of cooking and serving implements for the outdoor chef. The twisted stainless steel shanks on the fork and spatula enhance the appearance while they augment the strength of the utensils. The implements are short enough to assure dextrous handling of food while long enough to keep the hand well away from the flame. Handles are solid rosewood anchored to the blades with nickel silver rivets. Each piece measures approximately 14-inches. Handsomely gift boxed with romance card.

	25-49	50-99	100-249	250 and up
No. 828	$12.95	$12.70	$12.50	$11.20

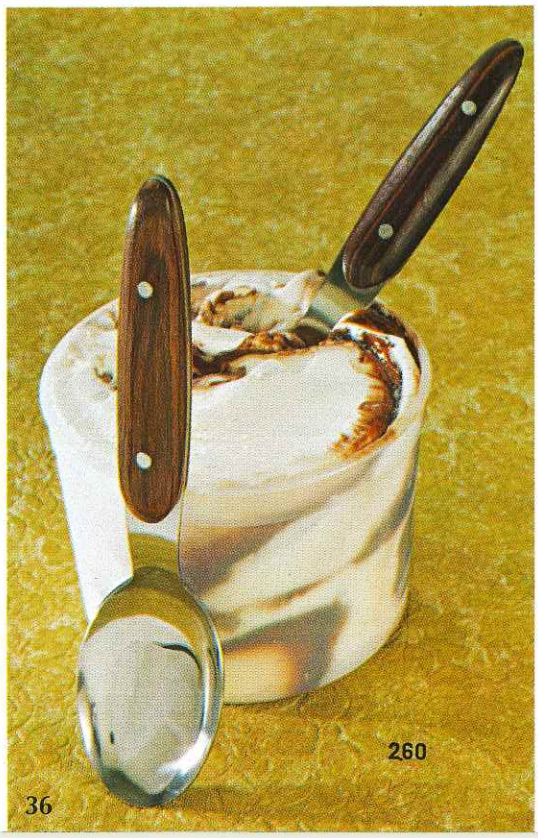
MAILERS AVAILABLE at 45¢ each (E).
3AB

THE CARVETTE SET Unusual design of proven superiority, ideal for carving steaks, small roasts, fowl or fish. Will be treasured by the amateur chef and the buffet diner. The knife is 10-inches long, the functional and unusually shaped fork 8⅞-inches. Gift boxed with a suitable romance card.

	25-49	50-99	100-249	250 and up
No. 343	$7.95	$7.80	$7.65	$6.85

MAILERS AVAILABLE at 37¢ each (E).
3AB

Copy Recommendation Nos. 828 and 343:
Imprint enclosure card — prices and information on page 51.
COPY NOT INCLUDED IN PRICE.



THE SCOOP An ice cream scoop designed with function specifically in mind. The rosewood handle is rounded to give the user a more comfortable grip and better leverage from any angle. The subtle curve and flattening of the stainless steel bowl makes the scooping of even hard frozen ice cream easier. Overall length is 9½-inches. Handsomely gift boxed with romance card.

	50-99	100-249	250-499	500 and up
No. 260	$4.35	$4.25	$3.75	$3.35

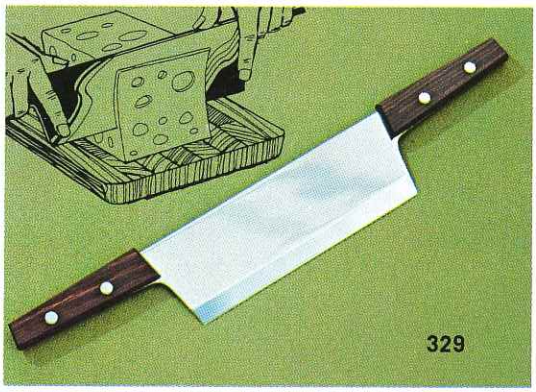
MAILERS AVAILABLE at 37¢ each (E).
2ABC

Copy Recommendations:
Electro-Etch stainless steel section of handle. Prices and information on page 49.
COPY NOT INCLUDED IN PRICE.

THE TRENCHERMAN CARVING SET Scientifically designed grip-and-hold instruments for the person who wants to carve with the technique of a professional chef. The carving fork is 6⅛-inches long with 3¼-inch tines. Carving knife is 15¼-inches. Handles are genuine rosewood. Handsomely gift boxed with romance card.

	25-49	50-99	100-249	250 and up
No. 387	$12.95	$12.70	$12.50	$11.15

U.S. Patent D-217,923
MAILERS AVAILABLE at 43¢ each (E).
3AB



THE CHEFETTE A unique and finely balanced culinary tool which gives you leverage where you need it. Perfect for chopping, dicing, or slicing vegetables, meats, or cheeses. Handles are genuine rosewood anchored to a fine stainless steel blade with nickel silver rivets. Overall length 12⅞-inches; blade length 5¾-inches; height 2 1/16-inches. Handsomely gift boxed with romance card.

	25-49	50-99	100-249	250 and up
No. 329	$5.95	$5.80	$5.70	$5.10

MAILERS AVAILABLE at 33¢ each (E).
3AB

THE TRENCHERMAN STEAK KNIVES Hand honed gourmet instruments to make the juiciest meat taste better. Handles are genuine rosewood locked to the stainless steel blade with flush nickel silver rivets. Steak knives are 8-inches long. Gift packaged in a deluxe box with romance card.

	12-24	25-49	50-99	100 and up
No. 348	$10.95	$10.80	$10.65	$10.50

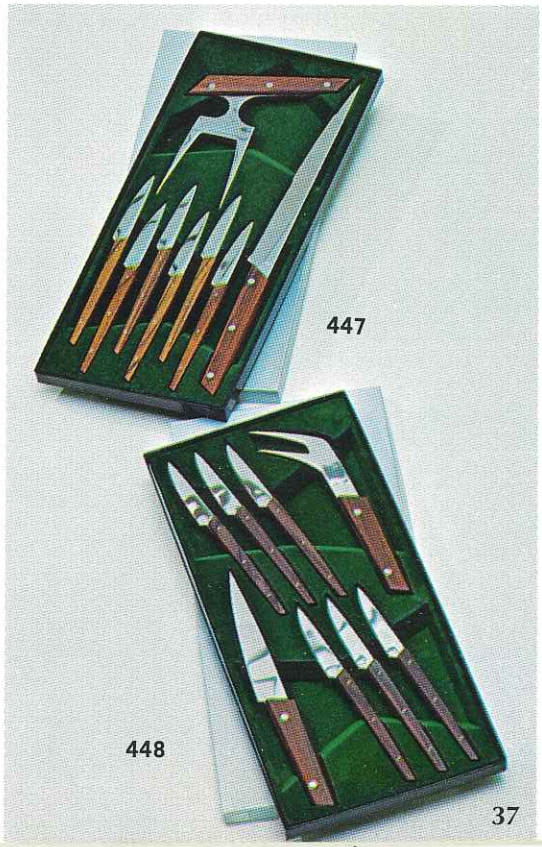
U.S. Patent D-222,220
MAILERS AVAILABLE at 34¢ each (E).
A

THE TRENCHERMAN STEAK AND CARVING SET Consists of set No. 348 combined with No. 387, both shown on this page. Handsomely gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 447	$22.95	$22.55	$22.15	$19.75

MAILERS AVAILABLE at 43¢ each (E).
3AB

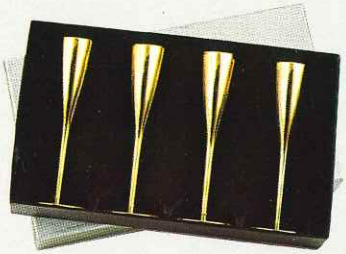
Copy Recommendation:
Imprint enclosure card — prices and information on page 51.
COPY NOT INCLUDED IN PRICE.



THE TRENCHERMAN STEAK AND CARVETTE SET Consists of set No. 348 shown on this page combined with No. 343, shown on page 36. Handsomely gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 448	$17.95	$17.60	$17.30	$15.45

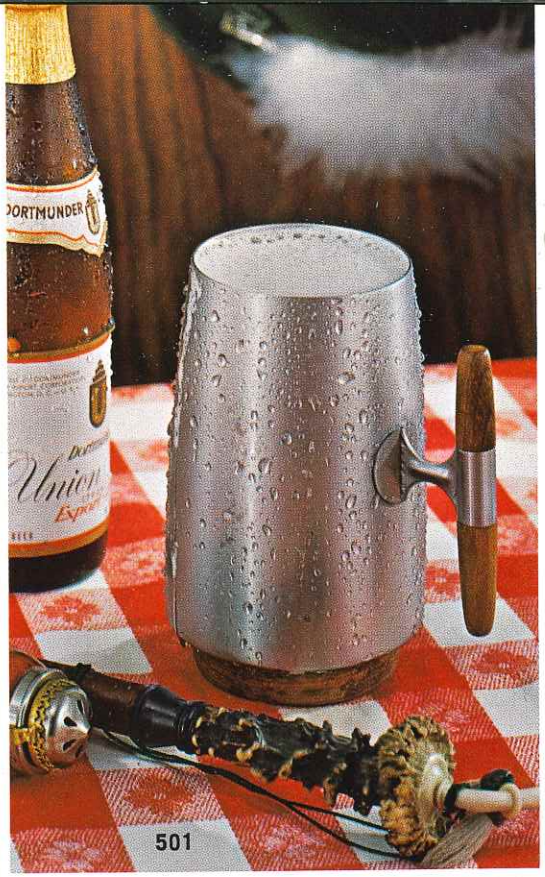
MAILERS AVAILABLE at 43¢ each (E).
3AB



Copy Recommendations:

Imprint enclosure cards — prices and information on page 51.

Nos. 501, 593, 585: Engrave — see prices and information on page 50 for "Cylindrical Surfaces." COPY NOT INCLUDED IN PRICE.



THE GUNTHER BEER MUG A splendid way to show friendship and esteem. Lovely Swedish stainless steel and golden teak. 5¼-inches high and about 3⅜-inches in diameter with a capacity that exceeds 16 ounces.

Engrave his name on it to make it especially personal.

Packed in gift mailer with romance card.

	6-11	12-24	25-49	50 and up
No. 501	$21.95	$21.55	$21.15	$20.75

U.S. Patent D-197,407
A

THE GOLDEN SILHOUETTE CORDIALS A truly lovely and graceful way to serve after dinner liqueurs. The Silhouette Cordials are as comfortable in the hand as they are beautiful to the eye. They are cast in metal and then hand polished before being gold-plated. The interior of the vessels is lined in white. Height 5⅜-inches; diameter at brim 1¼-inches. Handsomely gift boxed with romance card.

	6-11	12-24	25-49	50 and up
No. 2008	$36.00	$35.40	$34.80	$34.20

MAILERS AVAILABLE AT 46¢ each (E).
A

THE TRION CONDIMENT SERVER Few design innovations compare with this totally new approach to serving condiments, sauces or dressings. The glistening bowls are fine 18/8 Swedish stainless steel. The sculptured solid walnut base swivels at the center. 6½-inches high and 13-inches long. Individual bowls are 2⅞-inches high, 3¾-inches in diameter. 3 ladles are included. Packaged in a beautiful gift box with romance card.

	6-11	12-24	25-49	50 and up
No. 593	$36.95	$36.25	$35.50	$34.80

MAILERS AVAILABLE at 48¢ each (E).
A

THE WALDEN Expert Swedish craftsmen have fashioned the Walden in 18/8 chrome-nickel stainless steel for a lifetime of pleasure. Overall height 2⅞-inches, 3¾-inches in diameter. Packaged in handsome gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 585-1 (1 piece)	$7.50	$7.40	$7.30	$7.20
No. 585-2 (2 pieces)	$14.50	$14.30	$14.10	$13.80
No. 585-4 (4 pieces)	$27.90	$27.60	$27.30	$27.00

MAILERS AVAILABLE: No. 585-1, 36¢; No. 585-2, 41¢; No. 585-4, 45¢ each (E).
A

THE ANDERSHOLM TRAY A large, elegant tray. Perfect for serving drinks, cold cuts, hors d'oeuvres, etc. Matched grain walnut handles add a mellow quality to the fine Swedish stainless steel. The tray rests upon four rubber feet which keep the tray elevated. Length 21¼-inches; width 8½-inches. Packaged in a handsome gift mailer with romance card.

No. 597

12-24	25-49	50-99	100 and up
$15.95	$15.60	$15.20	$14.80

A

THE ANDERSHOLM TRAY SERVING SET A truly splendid beverage serving set. A combination of the Andersholm Tray described above and the Waldens, beverage roly-polies, described on page 38. Set available with four, six or eight Waldens. Packaged in a handsome gift mailer with romance card.

No. 848-4 (Tray and four roly-polies)

3-5	6-11	12-24	25 and up
$45.75	$44.65	$43.60	$42.50

No. 848-6 (Tray and six roly-polies)

$59.00	$57.65	$56.30	$54.90

No. 848-8 (Tray and eight roly-polies)

$72.35	$70.70	$69.00	$67.30

A

THE CHESHIRE Indoors or outdoors, cheeses, cold meats and hors d'oeuvres are protected by the rollback cover. The base of solid teak makes a perfect carving board. Crafted in Sweden of the finest 18/8 chrome-nickel stainless steel. Overall length 12-inches, height 4½-inches. Depth 7¾-inches. Packaged in gift mailer with romance card.

No. 878

6-11	12-24	25-49	50 and up
$35.00	$34.00	$33.00	$32.00

A

Optional Knife available – No. 434 – $2.00 any quantity.

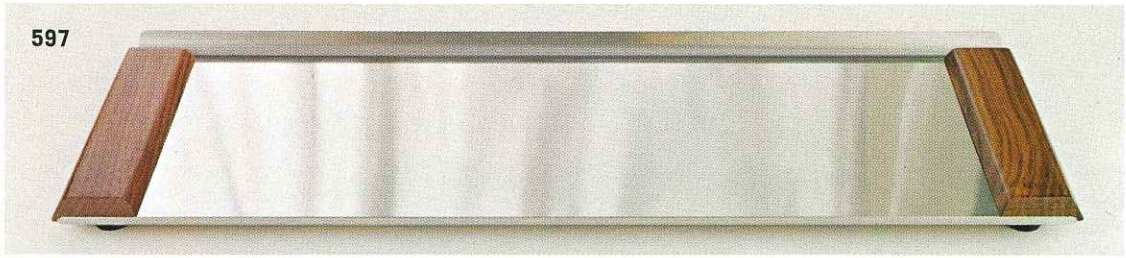
A

Copy Recommendations:

Imprint enclosure card — prices and information on page 51.

Engrave — prices and information on page 50. (For engraving on #848 cups or #878 cover, see prices for "Cylindrical Surfaces," page 50.)

COPY NOT INCLUDED IN PRICE.



THE CROWN BOWLS Splendid bowls of classic design. Fashioned entirely of 18/8 chrome-nickel stainless steel, the striking luster of the bowls is beautifully set off by the antiqued stainless steel decorative band. Especially suitable as decorator pieces, fruit or nut bowls, center pieces or in a buffet service.

Two sizes available: No. 837 measures 6¾-inches diameter at top, 4½-inches high; No. 838 measures 8½-inches diameter at top, 5½-inches high.

Packed in gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 837	$14.95	$14.60	$14.25	$13.90
No. 838	$18.95	$18.50	$18.05	$17.60

MAILERS AVAILABLE: No. 837, 45¢; No. 838, 53¢ each (E).
A

THE CROWN BONBONNIERE A gift that emphasizes versatility and solid dignity. A superb decorator piece for the table, buffet, mantel or desk. A fine container for candies, nuts and confections. 4⅞-inches in diameter and 1¾-inches high. Packed in gift box with romance card.

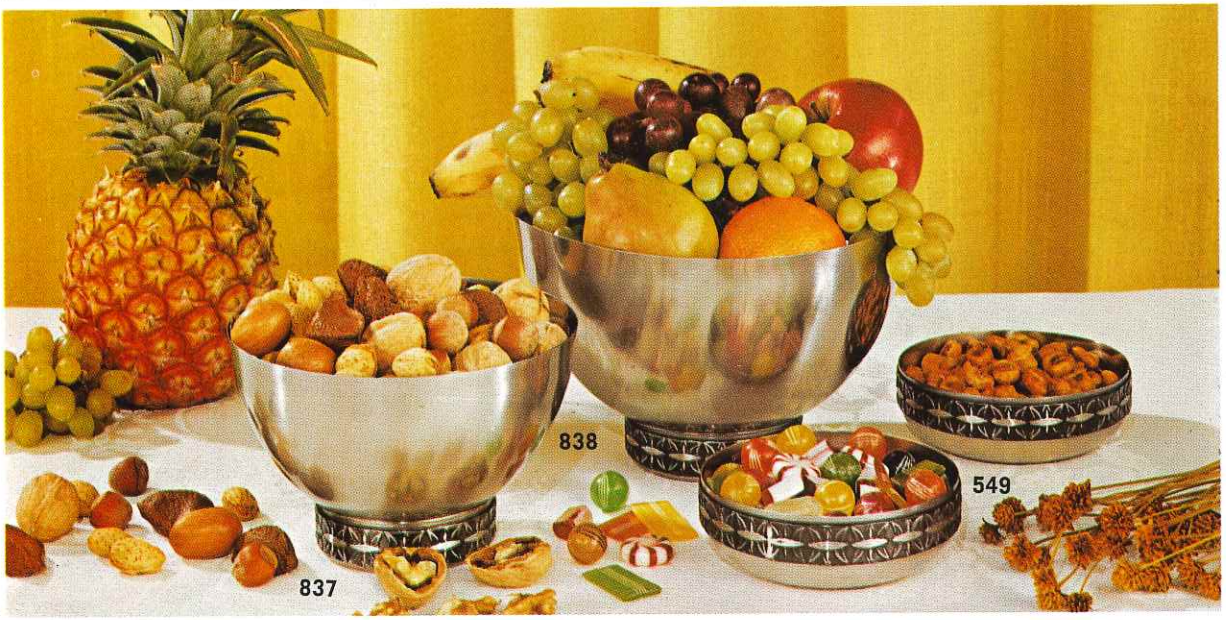
	25-49	50-99	100-249	250 and up
No. 549	$9.95	$9.70	$9.50	$8.40

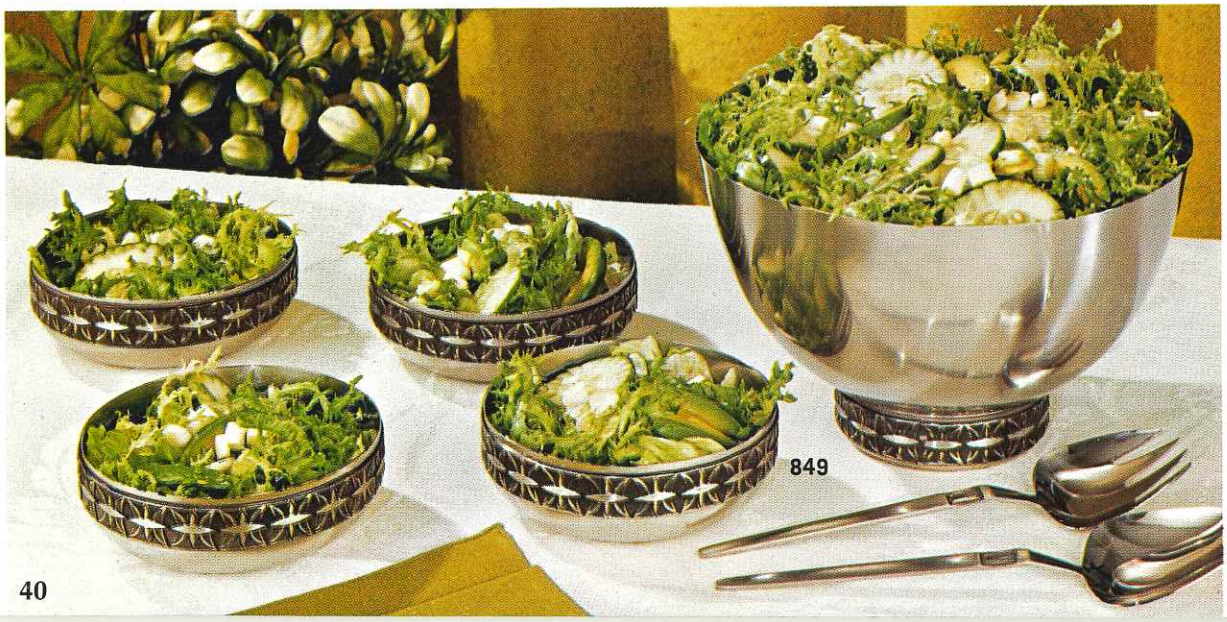
MAILERS AVAILABLE at 32¢ each (E).
3AB

THE CROWN SALAD SET Combines a large salad bowl No. 838 and four individual servers No. 549 and a salad fork and spoon, all with the luxurious oxidized Crown design. Truly dining luxury. The No. 371 Imperial shown on page 30 is the Salad and Serving Set included. Set available with four, six or eight Bonbonnieres. Packed in black and silver gift box with romance card.

	3-5	6-11	12-24	25 and up
No. 849-4	$64.20	$62.70	$61.20	$59.70
No. 849-6	$80.50	$78.65	$76.80	$75.00
No. 849-8	$100.00	$97.50	$95.00	$92.50

MAILERS AVAILABLE at 53¢ each (E).
A





CROWN

Copy Recommendations:

A limited amount of engraving available — see page 50.

Imprint enclosure card—prices and information on page 51.

COPY NOT INCLUDED IN PRICE.

The trays pictured are handcrafted in Sweden of fine 18/8 stainless. All are beautifully gift boxed with romance cards.
Custom etching is available. Write for prices and details.
Wire plate hangers available for #839, #835, and #535 at 45¢(E) each.
Walnut stands available at $3.00(E), and with chrome plate for engraving or silk screening at $3.30(E).

Copy Recommendations:

Engrave — prices and information on page 50. Imprint enclosure card — prices and information on page 51. COPY NOT INCLUDED IN PRICE.

THE SCHOONER The early days of marine travel are recalled by this Gothan design. An outstanding gift with an historical flavor. 13-inches in diameter.

No. 835

12-24	25-49	50-99	100 and up
$19.95	$19.50	$19.00	$18.55

MAILERS AVAILABLE at 50¢ each (E).
A

THE EAGLE The bold American Eagle design makes this Gothan an eminent gift for discriminating tastes. 13-inches in diameter.

No. 839

12-24	25-49	50-99	100 and up
$19.95	$19.50	$19.00	$18.55

MAILERS AVAILABLE at 50¢ each (E).
A

THE GOTHAN — 13 inches in diameter — A lustrous circle of beauty. Ideal for hors d'oeuvres, canapes, cake, sandwiches, meats and beverage service.

No. 535

12-24	25-49	50-99	100 and up
$14.95	$14.80	$14.65	$14.50

MAILERS AVAILABLE at 50¢ each (E).
A

THE GOTHAN II 10-inches in diameter. A dinner plate size in the perfect shape for serving sandwiches, desserts or cake.

No. 540

12-24	25-49	50-99	100 and up
$11.00	$10.80	$10.60	$10.40

MAILERS AVAILABLE at 39¢ each (E).
A

THE GOTHANETTE — 7-inches in diameter — For individual serving or for buffet service. Ideal for serving of desserts, hors d'oeuvres, canapes, relishes, etc.

No. 534

25-49	50-99	100-249	250 and up
$5.75	$5.60	$5.50	$5.40

MAILERS AVAILABLE at 34¢ each (E).
A

526
512
576
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503

RECEIVED
AUG 19 1974
GROUP 290

RECEIVED
GROUP 290

Here are gifts of such exceptional remembrance value they deserve special consideration. They are made of the finest steel in the world: 18/8 chrome-nickel stainless steel. This means 18-parts chromium, 8-parts nickel, and 74-parts steel derived from ores of great richness and purity.

These lovely, shining gifts are original designs, made to special order. Every one is hand finished by Old World Master Craftsmen in Sweden.

THE LANDSKRONA Created to serve as a covered vegetable dish or as two separate serving dishes.

Both dishes of the Landskrona set are 9½-inches by 7½-inches. The deep dish (bottom) is 1¾-inches high, the shallow dish (cover) 1¼-inches high. Beautifully gift boxed with romance card.

No. 526

12-24	25-49	50-99	100 and up
$23.30	$23.10	$22.90	$22.70

MAILERS AVAILABLE at 40¢ each (E).
A

THE SVANEHOLM A masterpiece of utility. Ideal for bread, rolls, snacks or relishes. 15½ x 6-inches. Beautifully gift boxed with romance card.

No. 576

12-24	25-49	50-99	100 and up
$13.00	$12.85	$12.70	$12.50

MAILERS AVAILABLE at 37¢ each (E).
A

THE FRIEDHOLM — 10½ x 9½-inches — A round tray with a flowing art form. Versatile because it is perfect for either roasts, fowl, sandwiches, canapes or hors d'oeuvres. Beautifully gift boxed with romance card.

No. 513

12-24	25-49	50-99	100 and up
$11.00	$10.80	$10.70	$10.60

MAILERS AVAILABLE at 37¢ each (E).
A

THE TREVHOLM Designed as a relish tray but practical for biscuits, cheeses or appetizers. 12⅛ x 4¾-inches. Packaged in beautiful gift box with romance card.

No. 578

25-49	50-99	100-249	250 and up
$8.75	$8.55	$8.35	$7.50

MAILERS AVAILABLE at 31¢ each (E).
3AB

THE LUNSHOLM PLATTER is truly banquet size — 20¾-inches by a full 12⅜-inches. It accommodates the largest holiday turkey, ham or roast. Packed in an attractive gift mailer with romance card.

No. 503

6-11	12-24	25-49	50 and up
$33.95	$33.35	$32.75	$32.15

A

U.S. Patents D-182,626, D-184,651 cover No. 503, 509, 511, 512, 513, 519, 576, 578.

THE BORGHOLM is table elegance. Two bowls with the table convenience of one. It serves two vegetables, relishes, or dips. 12½-inches long, 8-inches wide, and 1½-inches high. Gift packaged in black and silver box with romance card.

No. 512

12-24	25-49	50-99	100 and up
$14.50	$14.30	$14.10	$13.90

MAILERS AVAILABLE at 42¢ each (E).
A

THE KUNGSHOLM — 17½ x 10⅛-inches — A beautiful master dining platter. Large holiday size makes it ideal for turkey, ham, roasts. A lovely thing to see on buffets with assorted meats, canapes, etc. Beautifully gift boxed with romance card.

No. 519

12-24	25-49	50-99	100 and up
$20.95	$20.50	$20.00	$19.50

MAILERS AVAILABLE at 46¢ each (E).
A

THE KRISHOLM — 14¾ x 8¾-inches — A dinner platter of distinguished elegance. Ideal for steaks, roasts, sandwiches or pastries. Beautifully gift boxed with romance card.

No. 511

12-24	25-49	50-99	100 and up
$15.20	$14.90	$14.70	$14.50

MAILERS AVAILABLE at 40¢ each (E).
A

THE GRIPSHOLM — 12½ x 7¾-inches — a buffet platter that will bring glistening highlights to the table. Ideal for canapes, sandwiches, sliced meats and cheese. An individual steak platter that can be placed directly under the broiler flame. Beautifully gift boxed with romance card.

No. 509

12-24	25-49	50-99	100 and up
$11.00	$10.80	$10.70	$10.60

MAILERS AVAILABLE at 40¢ each (E).
A

Copy Recommendations:

Engrave — prices and information on page 50.
COPY NOT INCLUDED IN PRICE.

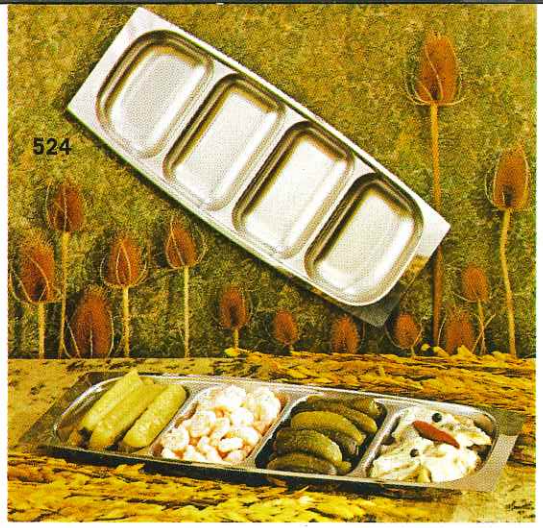
THE TORSHOLM . . . a serving tray for all occasions. Finest 18/8 stainless steel, and flawless Swedish craftsmanship. Four matching compartments provide ideal service for hors d'oeuvres, candies, nuts or dressings. 15⅜-inches long, 6-inches wide and ⅞-inch high.

Packed in beautiful gift box with romance card.

No. 524

12-24	25-49	50-99	100 and up
$15.50	$15.20	$14.90	$14.60

U.S. Patent D-182,626
MAILERS AVAILABLE at 37¢ each (E).
A



THE DORRHOLM Three compartments to serve hors d'oeuvres, candies, nuts or dressings. Crafted of the finest 18/8 stainless steel by time-honored Swedish craftsmen. This outstanding table server is 12⅛-inches in length, 4⅝-inches wide.

Packaged in a beautiful gift box with romance card.

No. 574

25-49	50-99	100-249	250 and up
$8.95	$8.85	$8.75	$7.90

U.S. Patent D-182,626
MAILERS AVAILABLE at 32¢ each (E).
3AB

THE BORGHOLM FOOD WARMER Two candles under the divided Swedish stainless steel dish make serving hot vegetables or foods in sauces easy. Warmer stand is solid walnut. Candles in glass containers included. Server 12¾-inches long, 8-inches wide, 1¼-inches deep, 4⅞-inches high. Packaged in gift mailer with romance card.

No. 596

6-11	12-24	25-49	50 and up
$29.95	$29.40	$28.85	$28.30

A

THE HOSTESS TRAY Perfect for hors d'oeuvres, candies, nuts, relishes or dressings. Three individual trays of fine 18/8 stainless steel rest in a frame of solid American walnut. Overall length 16¾-inches, 1⅜-inches high. Individual trays 4¾-inches square. Packaged in a gift box with romance card.

No. 577

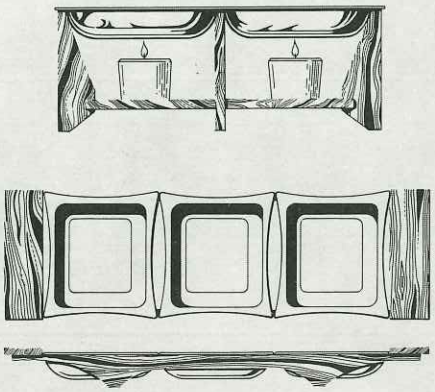
12-24	25-49	50-99	100 and up
$19.95	$19.50	$19.05	$18.60

MAILERS AVAILABLE at 41¢ each (E).
A

Optional Ladles Available — No. 555 — $1.20 any quantity.
A

Copy Recommendations:

Engrave — prices and information on page 50. Imprint enclosure card — prices and information on page 51. COPY NOT INCLUDED IN PRICE.



THE QUADRANT Perfect for serving canapes, hors d'oeuvres and fondue! The caddie is designed with stand up grooves for the trays and stand up sockets for the forks to permit attractive display of the set when in use. When not in use the trays nest one on top of the other and cradle neatly in the base of the caddie for compact storage. Hors d'oeuvre trays are 18/8 stainless steel and measure 6 x 3½-inches. Handles of the forks are solid rosewood. Length of forks 4¾-inches. Handsomely gift boxed with romance card.

No. 841

25-49	50-99	100-249	250 and up
$11.25	$11.10	$10.90	$10.80

MAILERS AVAILABLE at 36¢ each (E).
A

THE CHATELAINE SALAD SET An outstanding set of salad bowls crafted in Sweden of 18/8 chrome-nickel stainless steel. Includes individual serving bowls with a diameter of 7⅛-inches and a large tossing bowl with a diameter of 14½-inches. A splendid addition to any table or buffet setting. Set available with four, six or eight serving bowls. Packaged in a gift box with romance card.

No. 847-4 (Large bowl with four serving bowls)

3-5	6-11	12-24	25 and up
$46.00	$45.00	$44.00	$43.20

No. 847-6 (Large bowl with six serving bowls)

$55.00	$54.00	$53.00	$52.00

No. 847-8 (Large bowl with eight serving bowls)

$65.00	$64.00	$63.00	$62.00

MAILERS AVAILABLE at 55¢ each (E).
A

Copy Recommendations:

Engrave — prices and information on page 50. Imprint enclosure card — prices and information on page 51.
COPY NOT INCLUDED IN PRICE.

841

847

THE LYRIC CANDLE HOLDERS Simplicity and beauty to complement any setting. Made of clearer than clear crystal acrylic, the Lyric Candle Holders are a handsome pair. Tapers included. Cubes measure approximately 2-inches square. Beautifully gift boxed with romance card.

No. 696

12-24	25-49	50-99	100 and up
$12.95	$12.70	$12.50	$12.30

MAILERS AVAILABLE at 40¢ each (E).
A

THE BARD CANDLE HOLDER The Bard is an unusual candle holder. It produces startling effects by flooding a whole room with colored light and shadow. A red glass holds the candle inside a cube of lovely American walnut and black oxidized metal. Candle light flickers through the circular openings. 4¾-inches in height. Packaged in an attractive gift mailer with romance card.

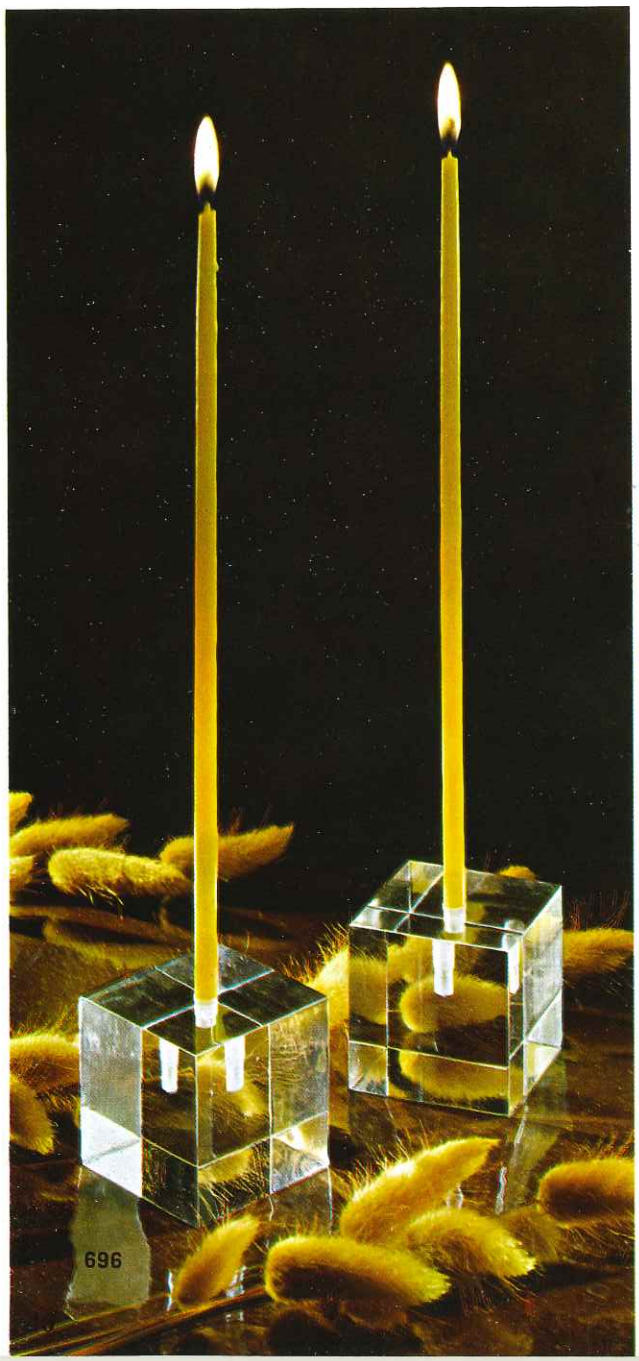
No. 697

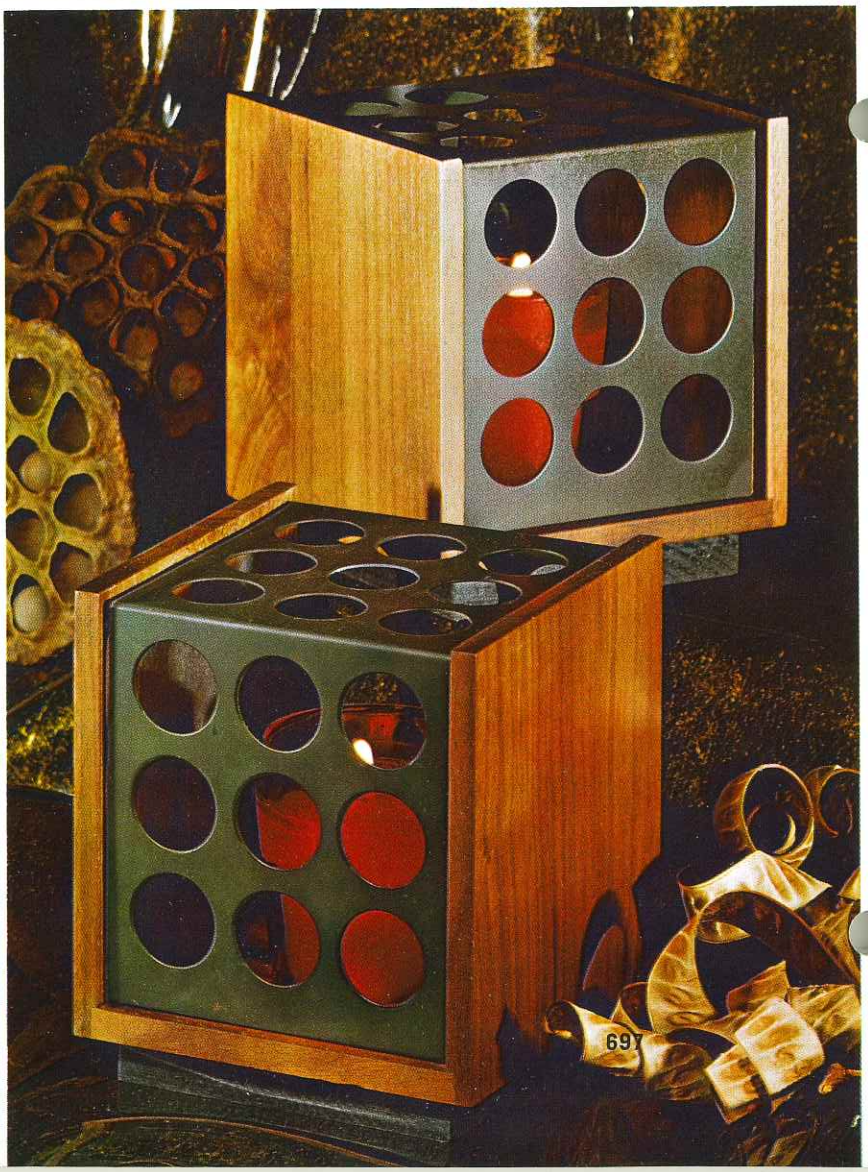
12-24	25-49	50-99	100 and up
$12.95	$12.70	$12.50	$12.30

A

Copy Recommendations:
Imprint enclosure card — prices and information on page 51.
COPY NOT INCLUDED IN PRICE.

Arthur Salm 1974 catalog
rec'd 8/19/74





THE SILHOUETTES on this page are cast in solid metal and then buffed and polished before being nickel-plated to achieve a gleaming silver brilliance. All Silhouette items are beautifully packaged in gift box or gift mailer with romance card. Silhouette items are also available gold plated. Please write for details.

SILHOUETTE CANDLE HOLDERS add elegance to the dinner table, buffet or setting where grace and beauty are desired. They come in pairs together with 12-inch tapers. Holders are 6-inches tall, 2½-inches wide at the base.

No. 621

12-24	25-49	50-99	100 and up
$12.95	$12.70	$12.50	$12.30

U.S. Patent D-207,660
MAILERS AVAILABLE at 37¢ each (E).
A

SILHOUETTE CANDLE SNUFFER True beauty rests at candleside, gracefully ready to snuff the flames at evening's end. Candle snuffer is 9-inches long, 2½-inch snuffer cap.

No. 617

25-49	50-99	100-249	250 and up
$6.00	$5.90	$5.80	$5.25

MAILERS AVAILABLE at 30¢ each (E).
3AB

THE SILHOUETTE BUD VASE I An elegant addition to any room decor. The Silhouette Bud Vase I provides a magnificent setting for larger flower cuttings. 8½-inches tall, 3⅛-inches wide at the base. Packaged in a fine gift mailer.

No. 626

12-24	25-49	50-99	100 and up
$8.40	$8.25	$8.10	$7.95

U.S. Patent D-207,660
A

THE SILHOUETTE BUD VASE II On the buffet, the table, or the mantel, the Silhouette Bud Vase II provides a setting of shimmering beauty for any flower cutting. 5⅛-inches tall, 2-inches wide at the base.

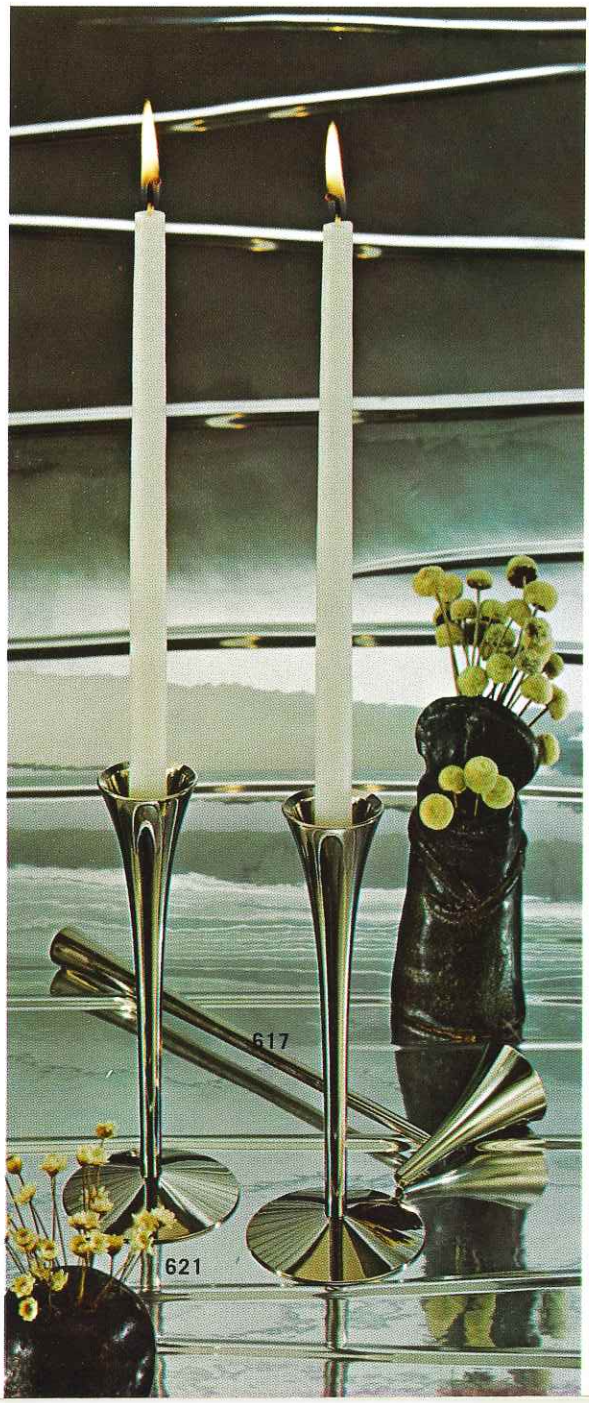
No. 679

25-49	50-99	100-249	250 and up
$5.95	$5.85	$5.75	$5.65

U.S. Patent D-207,660
MAILERS AVAILABLE at 32¢ each (E).
A

Copy Recommendations:

Imprint enclosure card — prices and information on page 51. COPY NOT INCLUDED IN PRICE.



ARGENTA DESK ACCESSORIES The stunning Argenta desk accessories have extraordinary value as commemorative gifts. Fashioned in solid aluminum, their distinctive woven design is achieved by hand brushing at 90° angles. Their shimmering silver color, their lovely finish, their hefty weight — all bespeak quality. As consecutive or combined gifts they are unsurpassed as vehicles for conveying appreciation — especially with color filled engraved copy. Beautifully gift boxed with romance card.

THE ARGENTA NAMEPLATE Cast of solid aluminum and carrying the Argenta design motif, this nameplate is an exceptional desk accessory. Surface can be engraved on both sides, as pictured. Thick rubber pad on underside of base protects desk and table surfaces. Measures 7⅜-inches long, 1⅞-inches high and 1-inch deep.

	12-24	25-49	50-99	100 and up
No. 656	$12.50	$12.20	$11.90	$11.60

MAILERS AVAILABLE at 28¢ each (E).
A

THE ARGENTA PEN STAND A desk style ballpoint pen fits neatly into the solid aluminum base. Pictured with deluxe Papermate pen available for extra charge shown below. Standard pen included in price. Thick rubber pad on underside of base protects desk and table surfaces. Measures 3-inches long, 1-inch high and 1⅞-inches deep.

	25-49	50-99	100-249	250 and up
No. 658	$7.95	$7.75	$7.55	$7.30

MAILERS AVAILABLE at 21¢ each (E).
A

No. 658P Deluxe Papermate pen instead of standard pen. $1.75 extra (E).

THE ARGENTA PAPERWEIGHT A small but hefty wedge of solid aluminum carrying the Argenta design motif. Earns its place on any desk by sheer beauty and usefulness. In pairs, the paperweights serve as bookend style note or paper holders. "In" and "Out" copy, as pictured, available at color filled engraving prices shown on page 50. Measures 1⅞-inches by 1⅞-inches by 1-inch.

Single	50-99	100-249	250-499	500 and up
No. 659-1	$4.50	$4.30	$4.15	$4.00

MAILERS AVAILABLE at 21¢ each (E).
A

Pair	25-49	50-99	100-249	250 and up
No. 659-2	$8.50	$8.00	$7.70	$7.50

MAILERS AVAILABLE at 23¢ each (E).
A

THE ARGENTA FLAG STAND A beautiful and timely desk decoration. The American flag is supported by a steel pole which screws into the solid aluminum base. Thick rubber padding on underside of base protects desk surfaces. Measures 3-inches long, 1-inch high, 1⅞-inches deep.

No. 657

12-24	25-49	50-99	100 and up
$9.95	$9.75	$9.55	$9.30

MAILERS AVAILABLE at 25¢ each (E).
A

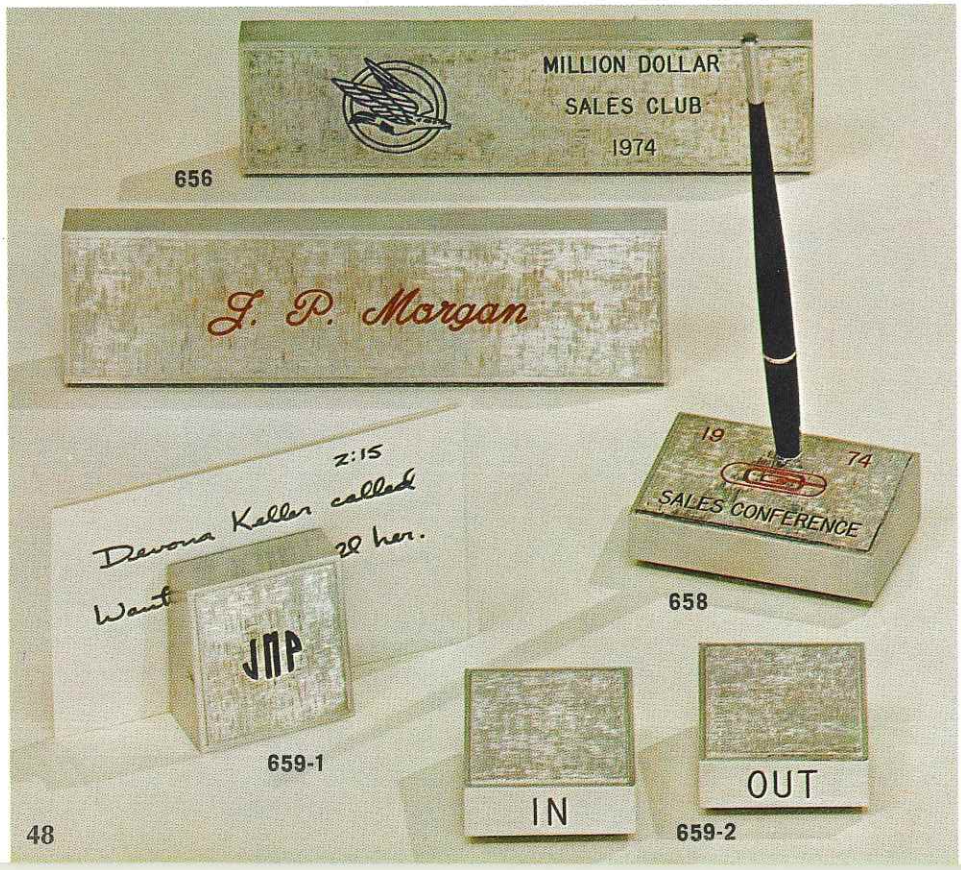
STATE FLAGS (all one state) $.65 each net additional plus $20.00 net for less than 150 pieces. Delivery: 4-6 weeks.

CUSTOM FLAGS available. For information write factory with most detailed specifications possible.

Copy Recommendations:

Color fill engrave — prices and information on page 50.

COPY NOT INCLUDED IN PRICE.



AD COPY METHODS

Ad copy recommendations are shown on each page of this catalog. The following pages give a brief description of each type of copy with prices. Contact factory for prices and advisability of any copy method or placement not described.

HOT STAMPING

(Also referred to as gold stamping or silver stamping.)
Stampings are in high quality foil.

COLORS

Available in all standard colors.
Colors other than standard .....$5.00(E)
Please indicate color desired.

SET-UP .....$7.50(E) per color

LOGOS, TRADEMARKS, SPECIAL LETTERING

A die is required for any logo, trademark or special lettering.
Die charge .....$20.00 per color(E)
Black and white camera ready artwork is required. If not supplied, an art charge of from $25.00 to $40.00(E) will be charged. Factory reserves the right to determine if art is camera ready.

COPY CHANGES

Each change of copy, partial or complete .....$7.50(E)

PRODUCTION TIME .....3-4 weeks

RUNNING CHARGES

Ad Copy (includes up to 4 lines of copy).

12-99	100-249	250-499	500-999	1000 and up
$.15 E	$.13	$.11	$.09	$.07

Individual Names or Initials

12-24	25-49	50 and up
$.79 E	$.70	$.64

The following pieces are recommended for hot stamping. (See Numerical Index at front of catalog for page numbers.)

Item No.	Comments
8	On silver (mylar) strip, 2 lines maximum.
169	On case, 2 lines maximum.
191	On case, 2 lines maximum.
250	On top of base.
251	On top of base.
252	On top of base.
253	On top of base. On case under epigram.
254	On top of base.
256	On top of base.
508	On swatch for underside. (Swatch $.10(E) additional.)
702	On plastic windows (see page 52 for specific imprinting instructions).
707	On silver (mylar) strip. 2 lines maximum.
720	Under handle of scissors.
740 thru 748	On pen holder and/or cup module.
751	On black portion of handle.
779	Under handle of scissors.
779L	On leather strip in letter opener handle.
4133	On plastic windows (see page 52 for specific imprinting instructions).
4508	On wood-grained strip. 2 lines maximum.

ELECTRO-ETCHING

An electronic acid method that burns copy on metal. Copy appears in a brownish-grey shade. (Other colors not available.) Best impressions are obtained with simple logos and straight advertising copy.
Random samples showing electro-etched copy are available from the factory if you are not familiar with this ad copy process.
Copy space is determined by size of item. Standard block or script type is available. Copy calling for type sizes not available will require the set-up charge for "Trademarks, logos, special lettering."
Minimum quantity .....25 pieces
Less than minimum .....$15.00(E)

SET-UP CHARGES

Straight ad copy .....$ 7.50(E)
Trademarks, logos, special lettering .....$30.00(E)
Black and white camera ready artwork is required. If not supplied, an art charge of from $15.00 to $30.00(E) will be charged. Factory reserves the right to determine if artwork is camera ready.

CHANGE OF COPY, partial or complete

Straight ad copy .....$ 7.50(E)
Trademarks, logos, special lettering .....$30.00(E)

PRODUCTION TIME

Straight ad copy .....2-3 weeks
Trademarks, logos, special lettering .....3-4 weeks

RUNNING CHARGES

25-49	50-99	100-249	250 499	500-999	1000 and up
$.30 E	$.26	$.22	$.18	$.14	$.10

Electro-etching can be used on the following items. (See Numerical Index at front of catalog for page numbers.)

Item No.	Comments
102	
109	
110	
111	
125	
131	
135	
155	
168	
175	
178	
179	
180	On handle.
184	On handle.
185	On handle.
260	On flat metal portion between wood handle and scoop.
265	3 lines maximum.
410	Above coin.
668	Above coin.
672	
707	On letter opener handle.
720	On letter opener handle.
722	On handle. 3 lines maximum.
751	On metal portion of handle.
763	On handle.
772	On letter opener handle.
793	On handles.
794	
797	
807	3 lines maximum.
809	3 lines maximum.

ENGRAVING

A perfect complement for an exquisite gift. Our engraving is cut into the metal (Jewelers Style) for durability and beauty.

DIE CHARGES

Simple logos, trademarks, emblems, or special lettering.....Approximately $30.00(E)
Complex logos, trademarks, emblems, or special lettering.....$45.00 and up (E)
For definite prices, write factory for quotation.

ARTWORK

Black and white camera ready artwork is required. If not available, an art charge of from $25.00 to $40.00(E) will be charged.

COPY CHANGES .....$3.00(E)
PRODUCTION TIME.....2-3 weeks/3-4 weeks for colorfill

RUNNING CHARGES

One line of copy consists of 20 letters. If copy consists of more than 20 letters per line, an additional line will be charged.

Ad Copy

Single line style, block or script
First line .....$ .37
Each additional line .....$ .25

Double line style, block or script
First line .....$ .46
Each additional line .....$ .35

IMPRESSIONS —**Single Line Block**

Impressions -**Single Line Script**

Impressions —**Double Line Block**

Impressions —**Double Line Script**

Personalizations

Individual names
Single line style, block or script .....$ .80
Double line style, block or script .....$ .98

Initials (up to three initials)
Single line style, block or script .....$ .63
Double line style, block or script .....$ .80

Monograms
Double line style (only) $1.38
E

Logos, Trademarks, Emblems, Special Lettering
Simple logos .....$.92(E).
Complex logos .....On quotation

Color filled.....Double the running prices shown above. On flat surfaces, single line style only. Logos, trademarks, emblems, special lettering on quotation.

Engraving on Cylindrical/Curved Surfaces
Double the prices shown above, except:
Monograms $1.38(E).
E

GKS
Double Line

Dan Allen
Double Line Block

DAN ALLEN
Single Line Block

Dan Allen
Double Line Script

Dan Allen
Single Line Script

THE BIRTHDAY PLAN

Because a birthday is such a personal anniversary, it offers an excellent opportunity to demonstrate in a very meaningful way the fact that a customer or employee is valued as an individual.

The Birthday Plan is easy to implement. Simply send us the names and addresses of those customers and employees you wish to receive either a gift or a portfolio of gift selections on their respective birthdays. This is all you have to do. We do the rest. If you do not know the birth dates of some or all of your recipients our Birthday Date Finding Service will locate the dates for you. The gift will be beautifully packaged, gift-wrapped, a hand signed birthday card will be enclosed, and the package will be shipped in time to reach the recipient on his birthday.

Birthday Search Charge .....$1.00(E)

Personal Gift Service (Includes gift wrapping, mailer and signed birthday card) .....$1.50(E)

Postage and Insurance Charges.....Added to invoice

Engraving or Personalization Charges.....See above

(Gold or silver stamping see page 49)

Memento Exclusive Gift plan

In some cases you may be unsure of what gift would be most desired by the recipient. The MEG Plan is designed to serve you in such a situation. You simply choose the price category of the gift to be given ($5.00, $7.50, $10.00, $12.50, $17.50, $28.50) and the recipient receives a portfolio of gift selections from which he may choose the gift he most desires. The recipient simply returns his certificate in a prepaid, self-addressed envelope and the gift of his choice is promptly shipped to him.

Each MEG gift has been carefully selected for high quality and unusual appeal. Your gift giving problems are solved with MEG. Satisfaction is guaranteed. There are no hidden costs of cards, packaging, postage or insurance. Everything is included in the single price for each gift category.

The Memento Exclusive Gift Plan represents you in a most tasteful and memorable way. For further details ask to see the complete Memento Exclusive Gift Plan portfolio.

SCREENPRINTING

Hard finish inks are used to obtain a durable imprint. All standard colors are available. If color is not specified, printing will be done in black.

Since ink has a toxic quality, factory cannot print on any item used to serve food.

Printing on pocket knives and other items that go into the pocket is not recommended.

Minimum quantity .....50 pieces
Less than minimum .....$15.00(E)

Set-up for standard type .....$30.00 per color (E)

For any ad copy other than standard type or any logo, trademark or special lettering, good camera ready black and white artwork is required. If not supplied, an art charge of from $15.00 to $30.00(E) will be charged. Factory reserves the right to determine if artwork is camera ready.

Copy changes,
partial or complete...$30.00 per color for each change (E)

Color matching, per order .....$15.00 per color (E)
(For colors other than standard.)

Complete color proof, on item .....$15.00 per color (E)
(Plus cost of item.)

Semi-circular or circular imprints .....$20.00 per color (E)

Production time .....3-4 weeks

RUNNING CHARGES

50-99	100-249	250-499	500-999	1000 and up
$.40	$.38	$.32	$.29	$.20

E each, per color.

AD PLATES

Brass or chrome adhesive backed ad plates for engraving or screenprinting advertising messages or personalizations can be cut to specified sizes. The following is a list of the most popular sizes for the items shown, together with prices. Ad plates can also be placed on many items shown in this catalog but not listed here. Prices available from factory.

Cost of ad plate does not include ad copy. For engraving charges see page 50. For screenprinting charges see above.

Item No.	Ad plate size	Price of ad plate
673	3/4" x 2 1/4"	$ .30
708	1/2" x 3"	$ .30
740 thru 748	1/2" x 3"	$ .30
755	3/4" x 2 1/4"	$ .30
831	3/4" x 2 1/4"	$ .30
854	5/8" x 1 3/4"	$ .30
880	3/4" x 3"	$ .45
881	1/2" x 3"	$ .30
900	3/8" x 3"	$ .45
910	3/8" x 3"	$ .45
4135	1" x 3 1/2"	$ .30
4336	3/4" x 4"	$ .50
4530	3" x 3"	$1.00
4702	3/4" x 2 1/4"	$ .30
4802	3/4" x 2 1/4"	$ .30
Dynasty and Imperial Table Service Chest	3/4" x 2 1/4"	$ .30

E

Screenprinting can be used on the following items. (See Numerical Index at front of catalog for page numbers.)

Item No.	Comments
131	
155	
180	On handle.
184	On handle.
185	On handle.
252	On top disc.
254	On metal holder.
306	On import box cover.
307	On import box cover.
331	On import box cover.
332	On import box cover.
333	On import box cover.
334	On import box cover.
353	On import box cover.
384	On import box cover.
668	
672	
673	On ad plate. (Add $.30(E) to cover cost of plate.)
694	
698	
700	
707	On silver (mylar) panel of scabbard.
708	On ad plate. (Add $.30(E) to cover cost of plate.)
722	
739	If copy is too large to be hotstamped.
740 thru 748	On ad plate. (Add $.30(E) to cover cost of plate.)
755	On ad plate. (Add $.30(E) to cover cost of plate.)
763	On handle.
760	On letter opener handle.
772	On scabbard. On letter opener handle.
793	On handles.
794	
797	
4102	On center disc. On scaleplate.
4118	On center button.
4121	On ad plate (included in item).
4124	On ad plate (included in item).
4135	On ad plate. (Add $.30(E) to cover cost of ad plate.)
4305	On top button.
4309	In center area of scaleplate.
4336	On ad plate. (Add $.50(E) to cover cost of plate.)
4418	On pen barrel. On scaleplate.
4537	On scaleplate.
4605	On top button.
4702	On case. On ad plate. (Add $.30(E) to cover cost of plate.)
4706	On cone opposite calibrations.
4802	On ad plate. (Add $.30(E) to cover cost of ad plate.)

GIFT ENCLOSURE CARDS Four greetings are available — Happy Birthday — Congratulations — Season's Greetings — For You.

Imprinting of Enclosure Cards For a personal touch, on orders of 50 or less, your message can be handwritten at 15¢ each, including card (E).

Your message can be printed in black at 10¢ each (including card) plus $15.00 set-up (E). For trademarks, logos or special lettering, add cut charge of $15.00(E).

For hot stamping charges see page 49. Gift Enclosure Card without imprint — 5¢ each (E).

Please be sure to specify greeting.

3 DIMENSIONAL ADVERTISING

3 dimensional advertising offers a great way to draw attention to an advertising message.

On the 3-D Thermometer, No. 4133, the top surface (A) is a clear plastic window with a concentric circle design to enhance the thermometer which is mounted on the clear plastic middle surface (B). The third, or deepest surface (C), is an opaque surface of heavy card stock available in a wide variety of colors.

If desired, the opaque surface (C) can be interchanged with a photograph, 1½-inches by 3½-inches supplied, cut to size, by customer. Factory can supply photograph reproductions from original customer-supplied photo. Quotation on request.

On the 3-D Perpetual Calendar, No. 702, surfaces A and B are clear plastic. The third or deepest surface (C) is the perpetual calendar. Surfaces A and B can carry ad copy.

When ordering...

- Choose complementary and vivid colors
- Avoid overcrowding levels with copy
- Use your imagination

PRICING INFORMATION

Price Includes:

On Thermometer — one color per level on all three levels.
On Calendar — one color per level on two top levels.

Set-up Charge

$22.00(E) for each order.

Die Charges

For each logo, trademark or special lettering, add die charge of approximately $25.00(E).

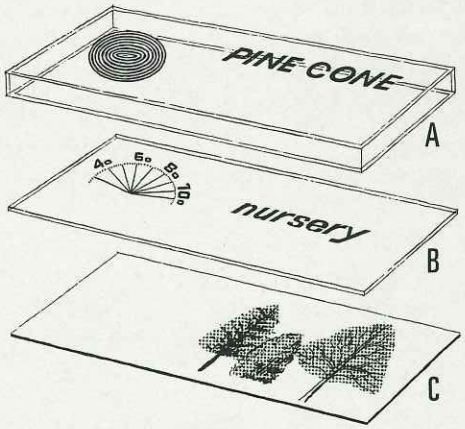
COPY CHANGES ..... $25.00(E) each change
PRODUCTION TIME ..... 3-4 weeks

Artwork

Black and white camera ready artwork is required for each level. If not supplied, an art charge of from $25.00 to $40.00(E) per level will be charged. Factory reserves the right to determine if art is camera ready.

Additional Colors

For each additional color per level, add $7.50(E) for set-up plus $.10 each (E).



CUSTOM-MADE FLORENTINE GIFTS

Costs are in addition to the cost of the item.

CUSTOM COINS in place of standard Florentine coins can be mounted in one or more of the items pictured on pages 14 and 15. The 3-inch diameter coin fits items 508, 531, 586 and 588. The 1¾-inch diameter coin fits items 533, 545, 668 and 672.

Custom coins can also be used by themselves, loose and are available packed in bulk.

Camera ready black and white artwork is required.

FOR PRICES OF CUSTOM COINS AND TOOLING, write factory for quotation and submit artwork to expedite quotation.

Minimum quantity 1¾-inch diameter ..... 500 pieces
Minimum quantity 3-inch diameter ..... 500 pieces

Approximate delivery time — both sizes — 3 to 4 months.

CUSTOM INSERTS in place of standard Florentine coins can be mounted in items 508, 588, 668 and 672 as pictured on pages 14 and 15. Inserts are available in metal or leatherette.

COST OF INSERTS	1¾"	3"	Ad Copy Running Charges and Set-up
Metal Disc	$.15(E)	$.25(E)	See screenprinting, page 51
Leatherette	$.15(E)	$.25(E)	See hot stamping, page 49

Approximate delivery time — both sizes — 3 to 4 weeks.

When using Custom Coins or Custom Inserts on Florentine items, deduct $1.00 (A) for 3-inch and 50¢ (A) for 1¾-inch standard coins as pictured on pages 14 and 15. Then add the cost of custom coin or insert plus imprinting.

THE IMPERIAL TABLE SERVICE Dining implements of rare beauty. The full six piece place setting is illustrated on page 30. For five piece place setting omit butter spreader, for four piece setting omit butter spreader and salad fork. Available in table service for four, six or eight.

Six piece place settings are available in a deluxe chest, packed in an air cell mailer. Service for six, eight or twelve.

The following sets are packed in flannel and beautifully gift boxed with romance card.

	6-11 Sets	12-24 Sets	25-49 Sets	50 and up Sets
4 pc. place setting:				
No. 2416 Service for four (16 pcs.)	$ 31.50	$ 30.80	$ 30.10	$ 29.40
No. 2624 Service for six (24 pcs.)	$ 46.50	$ 45.50	$ 44.50	$ 43.50
No. 2832 Service for eight (32 pcs.)	$ 62.00	$ 60.25	$ 58.50	$ 56.75
No. 2248 Service for twelve (48 pcs.)	$ 92.00	$ 90.00	$ 88.00	$ 86.00
5 pc. place setting:				
No. 2420 Service for four (20 pcs.)	$ 38.50	$ 37.50	$ 36.50	$ 35.50
No. 2630 Service for six (30 pcs.)	$ 57.25	$ 55.90	$ 54.55	$ 53.25
No. 2840 Service for eight (40 pcs.)	$ 76.00	$ 74.25	$ 72.50	$ 70.75
No. 2260 Service for twelve (60 pcs.)	$113.25	$110.75	$108.25	$105.75
6 pc. place setting:				
No. 2424 Service for four (24 pcs.)	$ 45.50	$ 44.50	$ 43.50	$ 42.50
No. 2636 Service for six (36 pcs.)	$ 67.50	$ 66.00	$ 64.50	$ 63.00
No. 2848 Service for eight (48 pcs.)	$ 89.50	$ 87.50	$ 85.50	$ 83.50
No. 2272 Service for twelve (72 pcs.)	$133.50	$130.50	$127.50	$124.50

U.S. Patent D-255,177
MAILERS AVAILABLE at 33¢ each (E).

C

The following sets are available in deluxe chest, lined with soft Ruby Duvetyn fabric; packed in air cell mailer at no extra charge.

	6-11 Sets	12-24 Sets	25-49 Sets	50 and up Sets
6 pc. place setting:				
No. 2106 Service for six (36 pcs.)	$ 92.00	$ 89.90	$ 87.80	$ 85.70
No. 2108 Service for eight (48 pcs.)	$116.00	$113.00	$110.00	$107.00
No. 2112 Service for twelve (72 pcs.)	$158.00	$154.00	$150.00	$146.00

Copy Recommendations:

Imprint enclosure card — prices and information on page 51.
Engrave brass plate (¾ x 2¼-inches) for top of chest. Engraving prices and information on page 50. Add $.30 (E) to cover cost of brass plate. COPY NOT INCLUDED IN PRICE.

GENERAL INFORMATION

PRICES

Prices listed for merchandise in this catalog include charges for ad copy only when so indicated. All prices are net, F.O.B. our St. Paul warehouse. Postage or prepaid shipping charges will be added to invoice.

Prices and sales are subject to our acknowledgment and its terms.

We reserve the right to withdraw any item and to change prices without notice.

PACKAGING

All items are individually packaged in an attractive quality gift box or gift mailer and include an appropriate descriptive romance card unless otherwise specified.

PRODUCTION TIME

Unimprinted Merchandise.....1-2 weeks.

Imprinted Merchandise.....Generally 3-4 weeks.

Also see production time specified under each imprint heading.

SHIPPING

We will ship in accordance with customer's routing instructions wherever possible. Orders not indicating specific routing will be shipped according to our best judgment. We can assure shipping dates only from our warehouse and cannot be responsible for carriers or en route delays.

INSURANCE

All shipments will be insured at listed prices unless we are requested not to insure. Insurance charges will be added to the invoice.

LESS THAN MINIMUM (Per Order)

Without ad copy or personalization.....$ 5.00(E).

With ad copy and/or personalization.....$15.00(E).

See appropriate pages for item Nos. 8, 155, 191, 265, 702, 722, 751, 807, 809, 4133.

COMBINATION ORDERS

Orders for one account for more than one item will be billed at the combined quantity price except Nos. 8, 155, 191, 265, 702, 722, 751, 807, 809, 4133.

ENCLOSURES

Customer supplied cards, notes or other material enclosed with each gift.....$.05 each (E).

Please allow 2 weeks for shipment after receipt of enclosures.

For available enclosures, see page 51.

GIFT OR CHRISTMAS WRAPPING

$.50 each (E).

Please specify Gift Wrapping or Christmas Wrapping.

If item is packaged in a gift mailer and we are to individually mail, add for overwrap $.30 each (E).

INDIVIDUAL MAILING

$.50 each (E), plus mailer, postage and insurance.

Gummed pre-addressed labels, numbered to correspond with a numbered list of names and addresses to be supplied by customer. Please allow 2 weeks for shipment after receipt of mailing list and pre-typed gummed labels. Add $40.00(E) per order if list of names and labels is not submitted.

SPLIT SHIPMENTS — WITHDRAWAL ORDERS — RELEASES

All at one time.....$1.50 each net.

At different intervals.....$3.00 each net.

Charges apply for each shipment after the first.

CANCELLATIONS

$10.00(E) per order, plus, where applicable, cost of screens, dies, etc. already started or completed before cancellation request reaches us.

UNDERRUNS/OVERRUNS

Every effort will be made to ship the exact quantity ordered. However, for imprinted merchandise we reserve the right to ship up to 5% over or under the amount of the order.

INCREASES

If imprinted orders are increased after order has been run, factory will charge for set-up plus running costs.

FOREIGN SHIPMENTS

$15.00(E) per shipment to cover necessary paper work.

C.O.D. SHIPMENTS

$4.00(E) per shipment to cover necessary paper work.

ARTWORK

Where camera-ready artwork is required but not supplied by customer, we will obtain the necessary artwork and bill it at cost.

APPROVAL OR SPEC SAMPLES

Necessary dies, screens, cuts, set-ups and make-ready costs, plus cost of item will be charged. Subsequent changes, if required, will be billed at cost.

Allow 3-4 weeks for shipment.

AFFIXING EMBLEMS

Emblems or cloisonnes supplied by customer will be affixed at $.15 each (E). On flat surfaces only.

GLOSSIES

Black and white glossies of any picture in this catalog can be supplied at $2.50 each (E). Contact factory for availability of glossies of single items in cases where groupings are pictured.

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